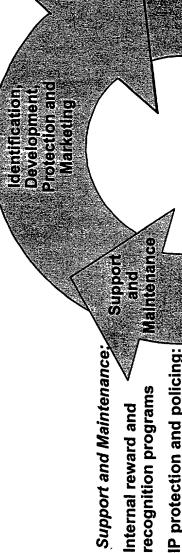
Continuous Intellectual Property Process



Identification, Development, Protection and Marketing:

Identification:

Identify new intellectual property (inventions, technology, ideas, brands)

Identify potential marketing opportunities

Development:

Develop inventions, technology, ideas for IP protection

Develop marketing sales channels

Protection:

Protect IP with patents, copyrights, trade secrets, trademarks

Protect with Non-Disclosure Agreements

Marketing:

Market & competitive analysis

Intellectual

Property

Financial analysis

II. Negotiations and License/Sales:

IP Negotiations (e.g., with customers, government agencies)

||cense

legotlati

License / Sales Initiation

- Contact vendors

Contact end users

Contract development, negotiation and completion

Support and Maintenance; **:**

recognition programs

IP protection and policing:

Patent, trademark, copyright, trade secret, portfolio management

Policing IP

Relationship Management:

Internal Entities

External Sales Partnership and End Users

Royalty Management

Quality Standards Management

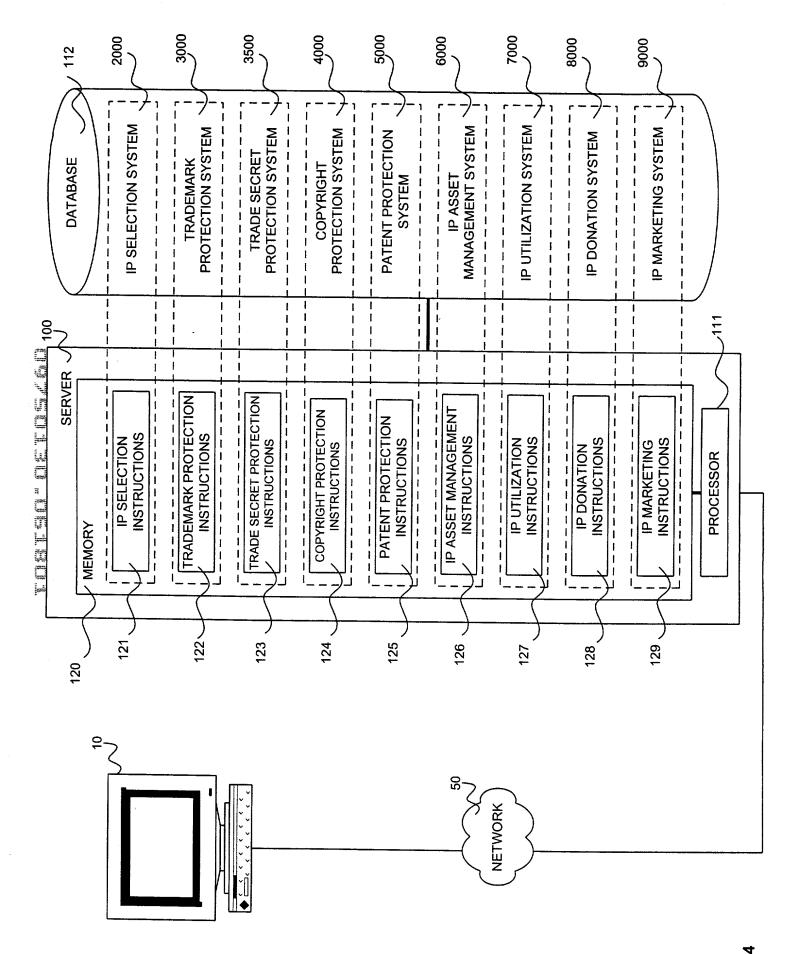
IP Protection Life Cycle

Continuous IP Process:	Support	Identification	Identification, Development and Protection	Negotiation	Negotiations and Sales	Maintenance
	Inne	Innovation In dentification Dev	Innovation IP Protection Development Initiation (L1) ***	IP Protection Pending (L3) F. E.	IP Registration (L4)	Maintenance
Effort Spent: • 1-2 hours/product	• 1-2 hours/pr	oduct • 1-2 hours • 3-5 hours • 1-2 hours	rs • 3-5 hours/patent • 3-5 hours/trademark rs 1 hour/copyright	 3-5 hours/patent k 4-6 hours/trademark 1 hour/copyright 	3-5 hours/patent 1-2 hours/trademark 1 hour/copyright	• 1-2 hours k
Time Elapsed (per level): • 1-5 days	• 1-5 days	• 1-5 days	s 3-5 months/patent 1-5 days/trademark 1-5 days/copyright	• 18-24 months/patent • 6-12 mos/trademark 2-3 months/copyright	 1-5 days/patent 1-5 days/trademark 1-5 days/copyright 	• 1 day + periodic
Time Elapsed (total): · <1 week	• <1 week	• 1-2 weeks	ks • 4-6 months/patent • 1-3 mos/trademark 3-4 weeks/copyright	 22-30 months/patent 12-18 mos/trademark 3-4 months/copyright 	• 2-2.5 years/patent • 1-3.5 yrs/trademark 3-4 months/copyright	 20 years/patent 5-10 years/trademark nt 10 years/copyright
Note: Trade secrets need r	not be registered	, but reasonable step	Note: Trade secrets need not be registered, but reasonable steps must be taken to keep secret, including proper markings and use of Non-Disclosure Agreements.	uding proper markings and	use of Non-Disclosure A	greements.

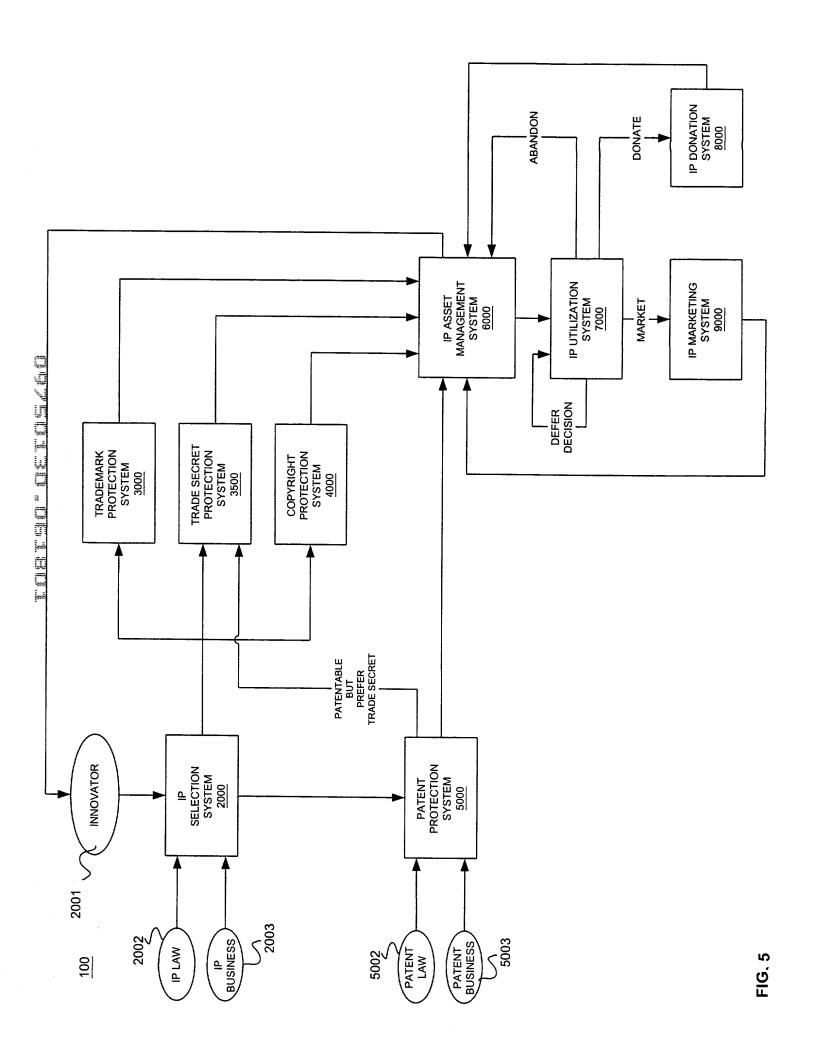
				Since of manager and a second since of second secon	Company to the compan		
IP Protection Activities.	Activities:	Internal awareness and education Internal relationship building Identify protection opportunities Identify type of protection(s) needed Catalog and qualify opportunities Notification to IP Marketing IP Protection team member assigned	Further educate innovation generator on information needed for IP protection education generator in getting innovation to point of protection with IP Assist IP Marketing with technical understanding Understanding Disclosure form received Clearance Searches	Assess disclosure • Verify filing award form Protection legal Verify disclosure award received (if any) Protection legal Senerator with issues relating to award received (if using innovation pending innovation with legal Senerator and Georuments from government agency where application filed & assist in response	Verify filing award received (if any) Assist innovation generator with issues relating to using innovation while IP protection pending Follow up with legal regarding status Review written documents from government agency where application filed & assist in response	Assist in notification to innovation generator Assist innovation generator in marking innovation with registration information Assist innovation generator in understanding extent of IP protection Verify registration	Verify issuance award received (if any) Record all relevant IP information Internal follow up Ip policing
FIG. 2	Measures:	 Innovations identified (#/types) Quality of innovations 	# Disclosures Innovation attributes known and cataloged	 # Applications filed* Proper innovation Quality of usage during IP applications Pendency 	Proper innovation usage during IP Pendency	 # Registration Proper markings 	IP attributes cataloged

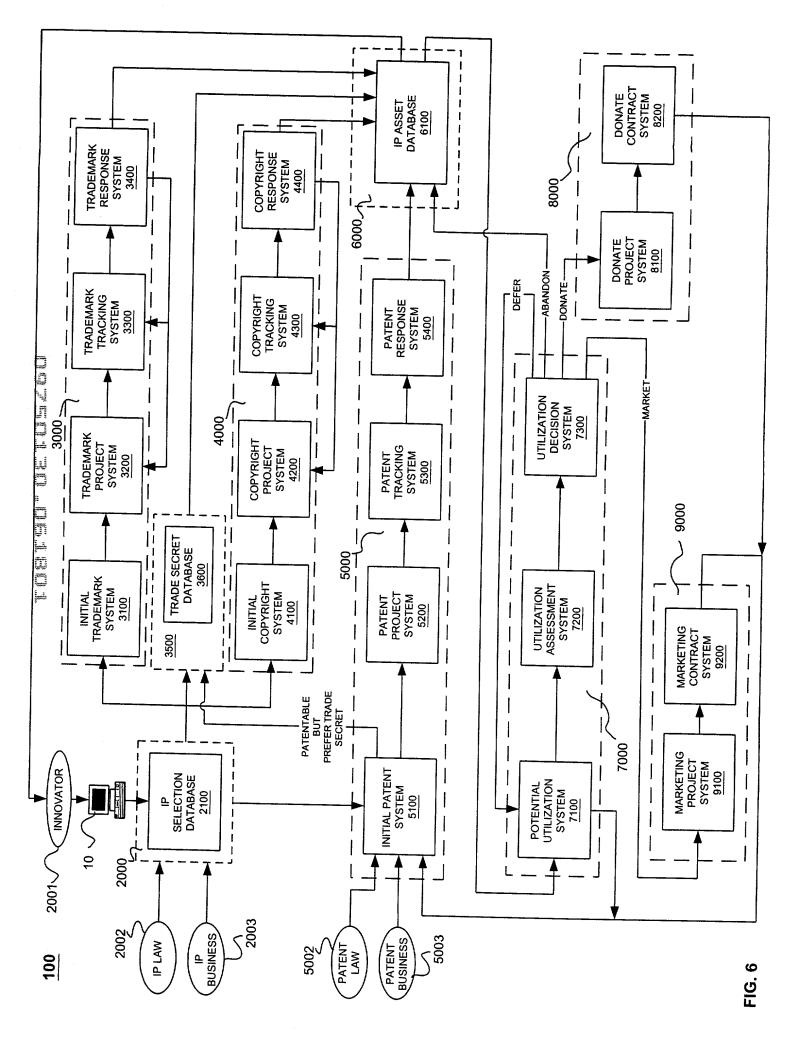
IP Marketing Life Cycle

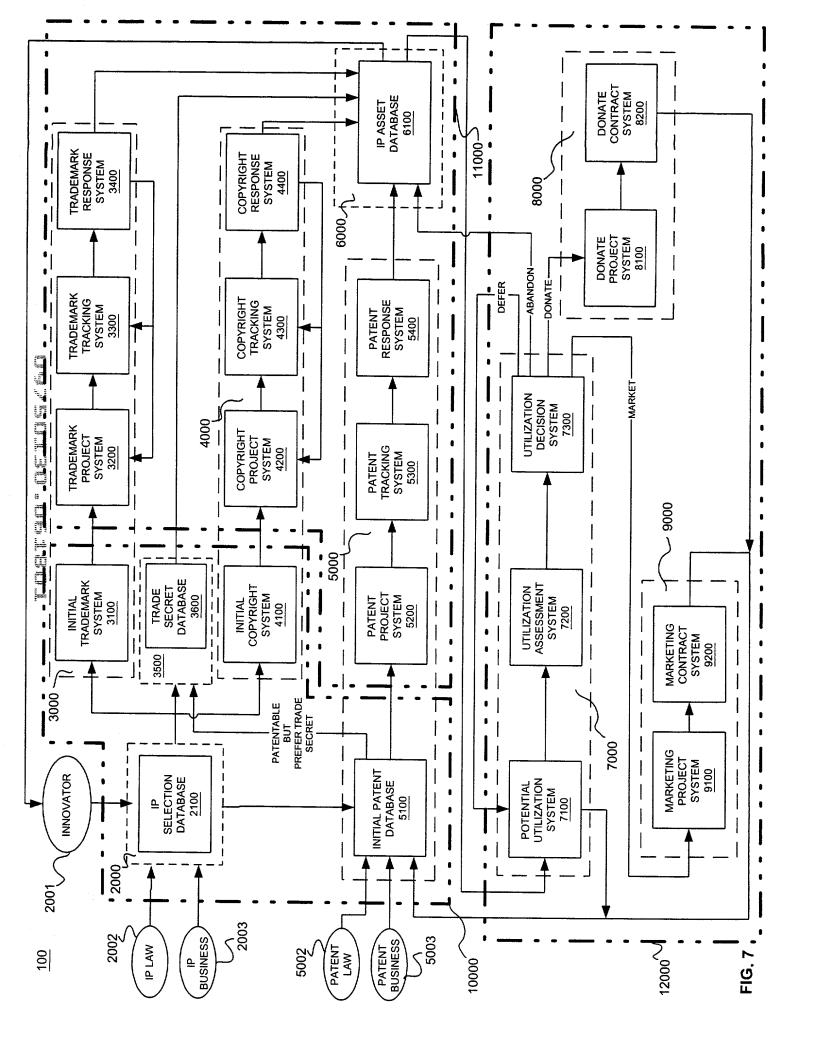
Maintenance **Closed Deal** Quality standards Internal follow up patent protection 1-2 hours/deal + 1 day + ongoing relevant product % licensed with Sign contracts rack royalties Deal attributes Sales partner **[2]** management management relevant deal Maintenance 2-6 months information relationship information Record all Record all IP policing Revenues cataloged end user TR for all deals Agreement/ Transaction 1-2 hours/deal logistic issues Execution Report (L4) Awaiting technical and Finalize fine · 2-6 months 7-10 days of product Negotiations and Sales points of Manage contract Negotiations structure & pricing Continue product valuation, market Progress (L3 10-50 hours/deal channel strategy # times contract w/External Create product Party In Terms of deals Draft & submit negotiations / presentation 2-6 months research, & Accuracy of 1-5 months **Transaction** valuations Determine Begin and (external) complete reworked overview contracts of deal Identification, Development, Protection and Marketing 5-10 hours/deal PTR for all deals Transaction Report (L2) Execution Awalting depth interview of Pre-Protect IP prior Begin channel Initiate contact sales partners/ research and Utilize NDAs o disclosing 2-3 weeks Conduct inwith SME & competitive with chosen relationship valuation of 7-10 days continue to end users Continue ossible) strategy product build Research ir Progress (L1) 5-10 hours/product Product attributes known & Prioritize product Initial Make Go-No Go Initial valuation within portfolio interview with Begin product internal buy-in Draft & submit Begin marke environment Begin to get competitive 7-10 days 1-2 weeks Follow-up scorecard of product research cataloged research decision Assess SME Opportunity Identification Potential 1-2 hours/product $(\Gamma 0)$ Identify potential Notification to IP qualify potential awareness and team member opportunities Protection for opportunities IP Marketing Catalog and relationship marketing disclosure education Quality of 1-5 days <1 week building identified assigned **Products** products Support Internal Internal Continuous IP Process: Time Elapsed (per level): IP Marketing Activities: Effort Spent: Time Elapsed (total) Measures: FIG. 3



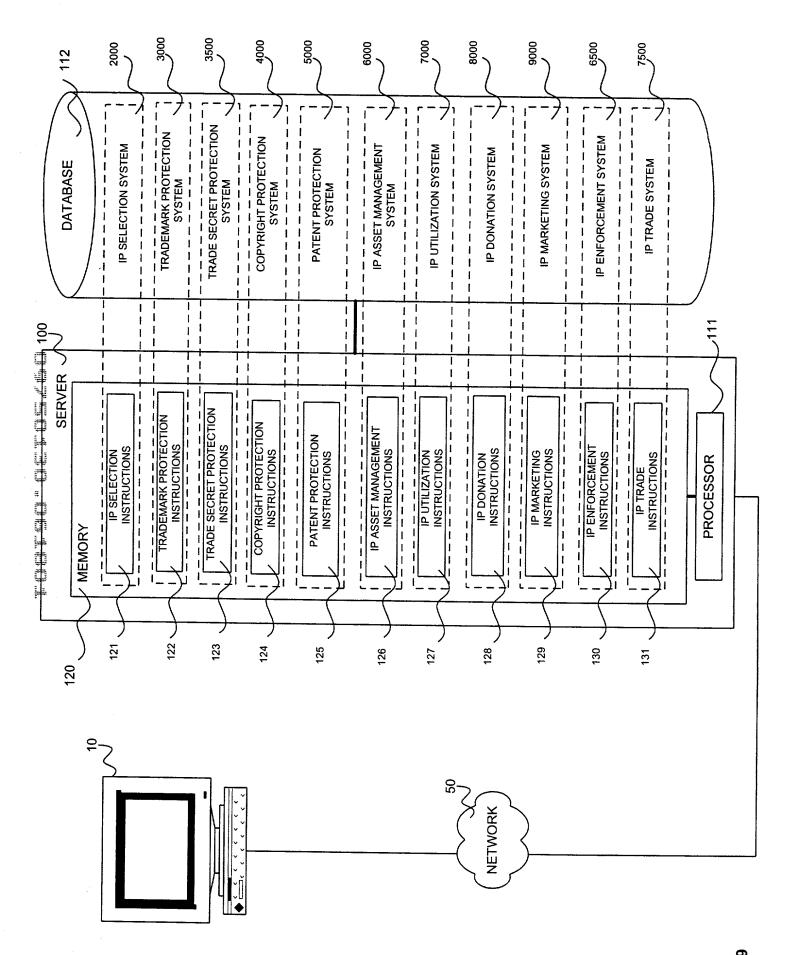
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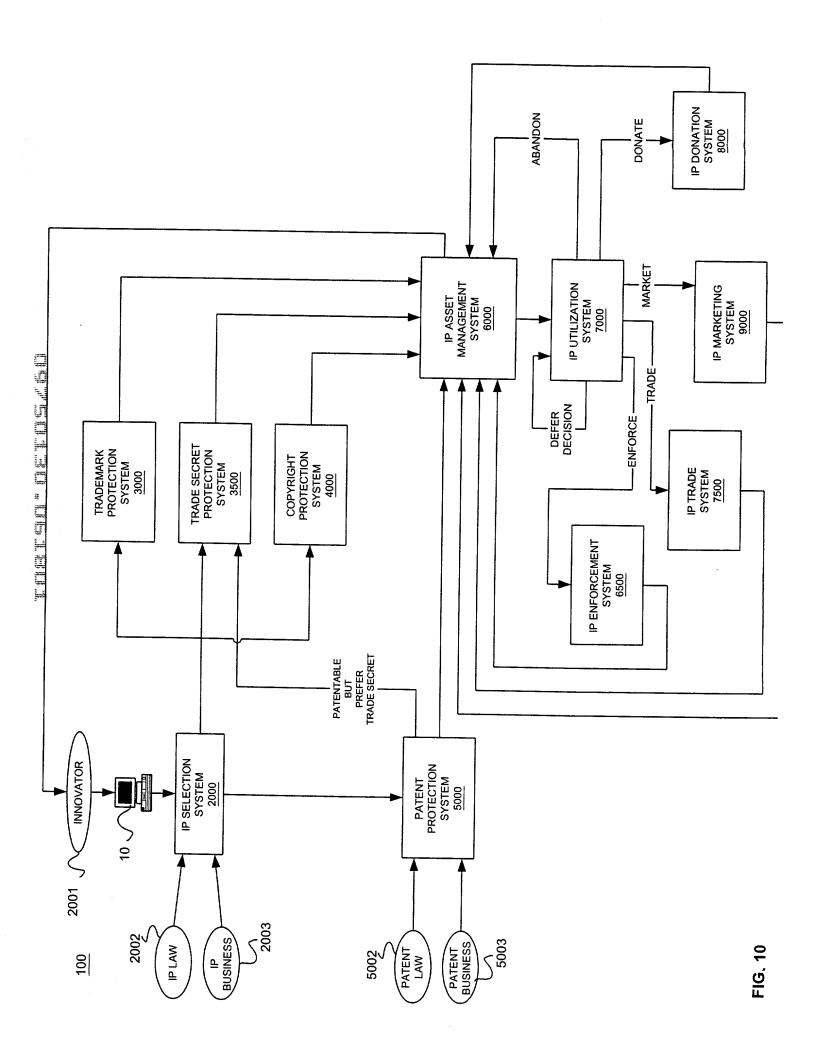


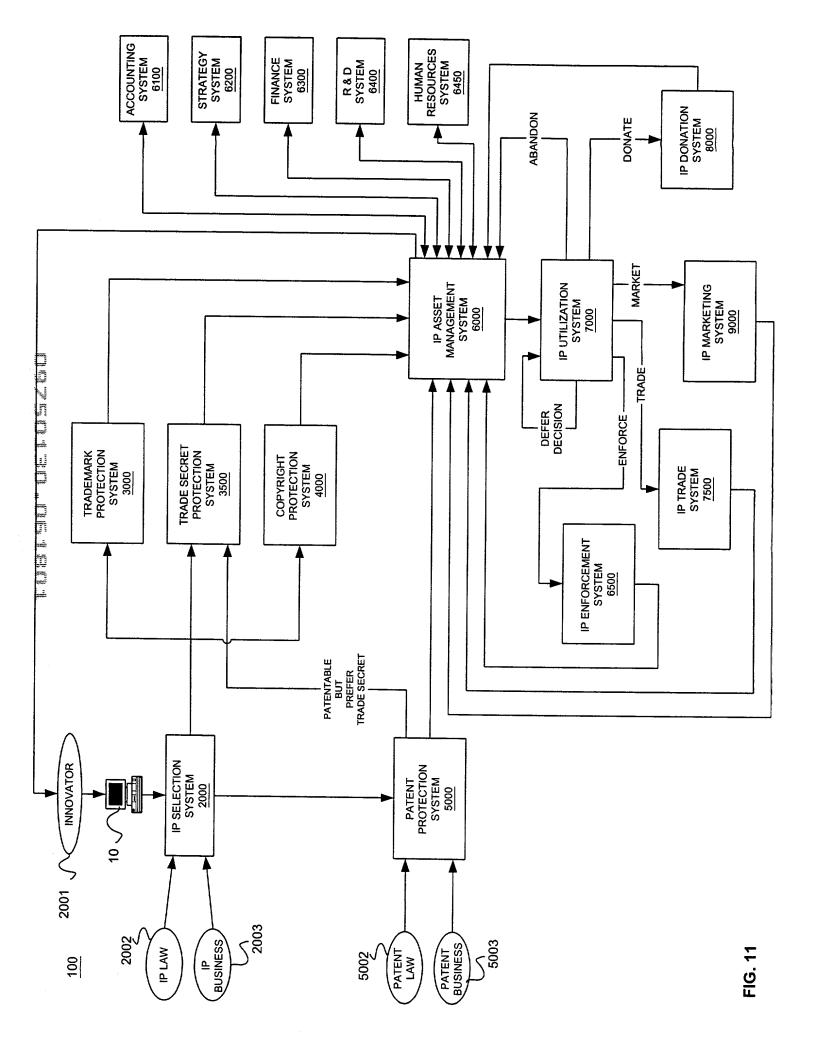




BEGIN







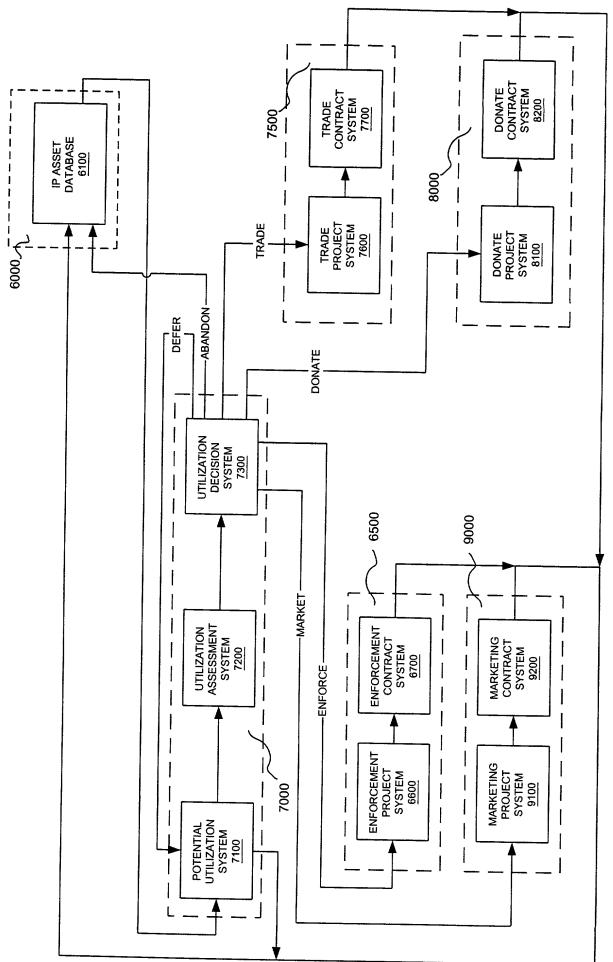
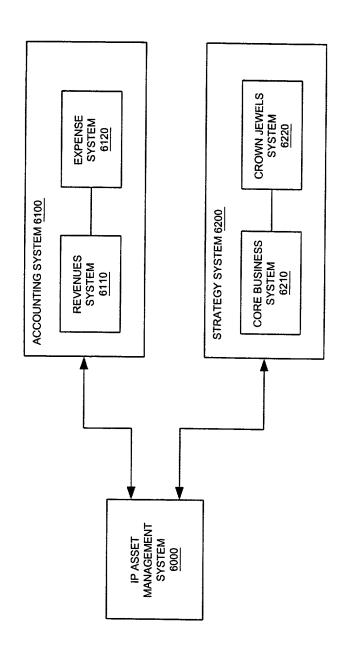
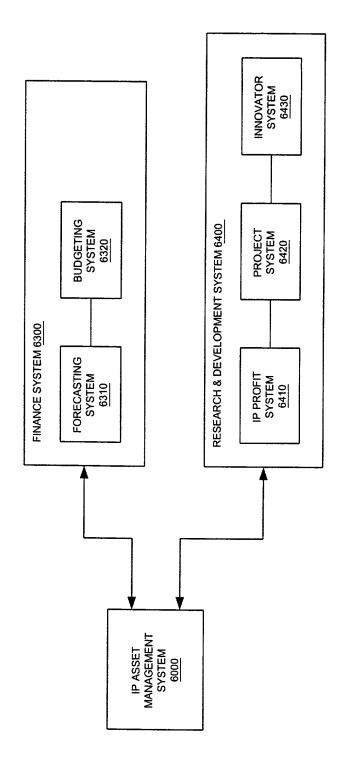


FIG. 12





	_			-		-,		.,								_
%	0.5	0.9	0.25	0.5	0.05					0.33	0.0	***************************************				
\$	3.5M	1 M	3.5M	3.5M+	3.5M			500K		5M	W9					
GOAL	2001	4Q 00	4Q 00	4Q 00	40 00			2001	2001	2001	2001			2001		
110		45														TIDUA TOAЯTNOO
F)																SETUP CONTRACT
L8											47					EXECUTE CONTRACT
17	ļ															AT JAVOЯ99A
9T	42	_							35							atait0əan
T2				35	35	35		35		4			35			SELL
L4			35											38		MARKET PLAN
L3																ЯТЧ JAVOЯЧЧА
17							35									MARKET RESEARCH
1												31X			36X	INITIAL RESEARCH
LEAD	×	7	Z	>	×	≥	*	×	Z	×	Μ	>	>	>	>	
B/U	BU B	BU C	BU A	BU A	BU D	BUE	BU D	BUC	BUE	BU E	BU B	BU D	BUB	BU A	BUC	
PRODUCT	PROD A	PROD B	PROD C	PROD D	PROD E	PROD F	PROD G	PROD H	PROD I	PROD J	PROD K	PROD L	PROD M	PROD N	PROD O	
	-	2	က	4	2	9	7	8	6	10	11	12	13	14	15	

_	r-		Ι											_		1
%			6.0		0.5	0.05		0.33	0.5	1		1	6.0	0.25		
\$			₩9		3.5M	3.5M	500K	2M	3.5M+	1		1	1M	3.5M		
L9 L10 GOAL			2001	2001	2001	4Q 00	2001	2001	4Q 00			1	4Q 00	4Q 00	2001	
L10													45			TIQUA TOAЯTИОС
																SETUP TOARTNOC
L8			47													EXECUTE CONTRACT
[17																AVOЯЧЧA JAVOЯЧЧA
PT					42										35	JTAITOĐĐ
172	32					35	35	40	35		35					SEFF
L4				38										35		MARKET PLAN
L3																ЯТЧ JAVOЯЧЧА
12		35														MARKET MESEARCH
L1										31X		36X				INITIAL RESEARCH
LEAD	Μ	Μ	Μ	Μ	×	×	X	×	≻	>	Τ	>	7	Z	Z	
B/N	BUE	a na	BUB	BU A	BU B	BU D	BU C	BUE	BU A	BU D	BU B	BUC	BU C	BU A	BUE	
PRODUCT	PROD F	PROD G	PROD K	PROD N	PROD A	PROD E	PROD H	PROD J	PROD D	PROD L	PROD M	PROD O	PROD B	PROD C	PROD I	
	1	2		4	5	9	2	8	6	10	11	12	13	14	15	

%	6.0	0.9	0.5		0.5	0.05				0.33	0.25					
\$	1 M	eM	3.5M		3.5M+	3.5M		500K		5M	3.5M			L 8 8	******	
GOAL	4Q 00	2001	2001	2001	4Q 00	4Q 00		2001		2001	4Q 00	2001		1		
L10	45															TIQUA CONTRACT
F3																SETUP CONTRACT
L8		47														EXECUTE CONTRACT
17																ЯТ JAVOЯЧЧА
P 7			42	35												STAITOĐĐ
L5					35	35	35	35	32	40						SELL
L4											35	38				MARKET PLAU
L3																AT9 JAVOЯ99A
L2													35	,		MARKET MARKET
														31X	36X	INITIAL RESEARCH
LEAD	2	≯	×	7	>	×	≯	×	Τ	×	7	>	Μ	λ	⅄	
B/U	BU C	BU B	BU B	BUE	BU A	BU D	BU E	BU C	BU B	BUE	BU A	BU A	BU D	BU D	BU C	
PRODUCT	PROD B	PROD K	PROD A	PROD I	PROD D	PROD E	PROD F	PROD H	PROD M	PROD J	PROD C	PROD N	PROD G	PRODL	PROD 0	
	-	2	3	4	5	9	7	8	6	10	11	12	13	14	15	

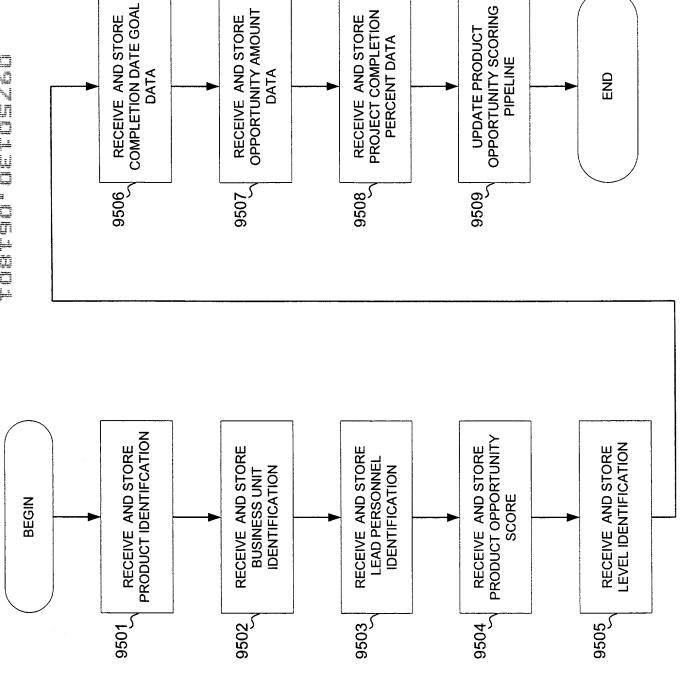
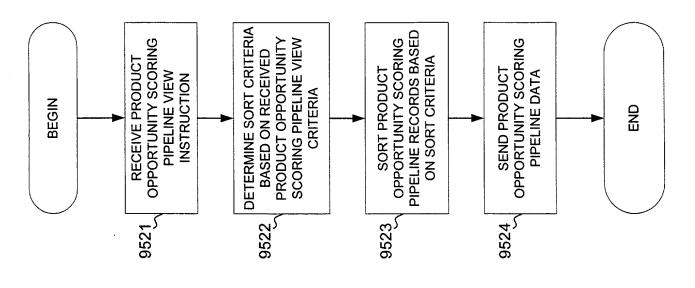
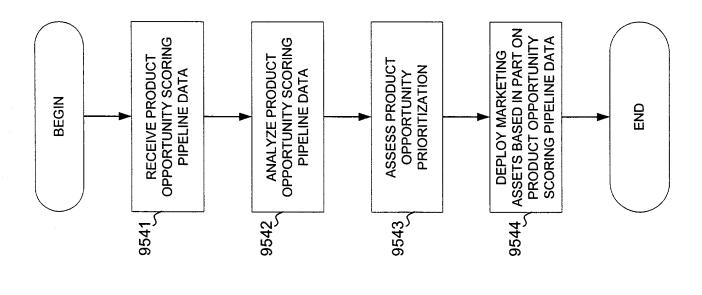


FIG. 18





Intellectual Property Develo	opment, Marketir	ng and Maintenance Database System
(P	Marketing Datab	
Table		Description
Companies		Table of companies
Marketing Opps		Table of IP marketing opportunities
	eting Database -	Companies Table
Field Name	Data Type	Description
Formal Name	Text	Mailstop
IP Marketi	ng Database - M	arketing Opps Table
Field Name	Data Type	Description
Opp#	AutoNumber	1 000.19.1011
Status	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIRMAN Contact2	Text	
BIPMAN Contact3	Text	
BIRMAN Contact4	Text	
Mkig Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address2	Text	
Mktg Participant City, State,	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Date Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	
Title of Legal Bus Approver	Text	

Date Legal Bus Approved	Date/Time								
Follow-Up Date	Date/Time								
Follow-Up Needed	Memo								
Patent Status	Text								
IT Platform	Memo								
Level 1 Date									
Level 2 Date	Date/Time								
Level 3 Date	Date/Time								
Level 4 Date	Date/Time								
Level 5 Date	Date/Time								
	Date/Time								
Sub-entity	Text								
Top25	Yes/No								
	larketing Datab	ase - Queries							
Queries		Description							
CoAlphaSort									
Level 0 WIP Report									
Lever1 WIP Report									
Level 2 WIP Report									
Level 3 WIP Report									
Lever 4 WIP Report									
Levet 5 WIP Report									
Marketing Opps Query									
Most Recent New Deals									
Opportunity Summaries - Specify 1 Entity Only									
Report by Entity-Specify 1 Entity Only									
Top 25 Report									
IP n	larketing Datab	pase - Forms							
Forms		Description							
Marketing Opps									
IP Marketing Database - Reports									
Reports		Description							
Deal Overview by Vendor									
Level 0 WIP Report									
Level 1 WIP Report									
Level 2 WIP Report									
Level 3 WIP Report									
Level 4 WIP Report									
Level 5 WIP Report									
Most Recent New Deals									
Opportunity Summaries - ALL	1								
Opportunity Summaries - Specify 1 Entity Only									
Report by Entity - All									
Report by Entity-Specify 1 Entity Only									
Sales Funnel by Status									
Sales Funnel Tracking by Date									
Top Deals Report	 								

	Contract Tracking Da	tabase - Tables
Tables		Description
Agreement Types		
Companies		
Contracts Listing		
	t Tracking Database -	Agreement Types Table
Field Name	Data Type	Description
ID Total Name	AutoNumber	Description
Agreement Type	Text	
Description	Memo	
		
	tract Tracking Databas	
Field Name	Data Type	Description
ID	AutoNumber	
Field1	Text	Company names
	ct Tracking Database -	Contracts Listing Table
Field Name	Data Type	Description
ID 😅	AutoNumber	
First Pary	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
Temination or Renewal Date	Date/Time	
Temination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	
Transaction Type	Text	
Types of IP Involved	Text	
Frequency of Payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IPType 1	Text	
IPType 2	Text	
IPType 3	Text	
IPType 4	Text	
IPType 5	Text	
Project Name	Text	
	Contract Tracking Dat	abase - Queries
Queries		Description

Company Alpha Order	
Unexecuted Agreements	
Contract Trac	king Database - Forms
Forms	Description
Contracts Listing	
Contract Track	ing Database - Reports
Reports	Description
Unexecuted Agreements	

Innovat	ion Awards Da	tabase - Tables
Tables		Description
Awards		
Company Addresses		
ESP Coordinators	1	****
IP Coordinators		
Innovation	Awards Databa	ase - Awards Table
Field Name	Data Type	Description
Key#	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No.
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
Zipcode	Text	Zip
Plane#	Text	Business Phone
FAX#	Text	Business FAX
IP ID#	Text	Name of IP Coordinator
SupyGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
S up vBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
CupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DGCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter & Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Date Payment Requet Sent to IP Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Date Payment Requet Sent to IP Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents

Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recongnized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Reg. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Date Payment Reugest Sent to IP Coordinator
Confirmation of Payment Red'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recognized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
GitReceived	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Artcle
General Award Title	Memo	Reason for General Award
\$ Amount of General Award	Text	\$ Amount of General Award
BellSouth Employee	Text	Still with BellSouth?
DHTitle	Text	Department Head's Title
	TOXE	
TOTAL CONTRACTOR OF THE PROPERTY OF THE PROPER	Text	Designates if disclosure was rec'd thru BSCC ESP
BSCC ESP Disclosure	Text Text	Program
BSCC ESP Disclosure ESP Coordinator	Text	Program ESP Coordinator's Name
BSCC ESP Disclosure ESP Coordinator	Text Database - C	Program ESP Coordinator's Name ompany Addresses Table
BSEC ESP Disclosure ESP Coordinator Innovation Awards	Text	Program ESP Coordinator's Name ompany Addresses Table Description
BSCC ESP Disclosure ESP Coordinator Innovation Awards Field Name	Text Database - C Data Type	Program ESP Coordinator's Name ompany Addresses Table Description Company Name
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BSCC ESP Disclosure ESP Coordinator Innovation Awards Field Name CompanyName FormalName BusAdr2 City State	Text Database - C Data Type Text Text Text	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address
BSCC ESP Disclosure ESP Coordinator Innovation Awards Field Name CompanyName FormalName BusAdr2 City	Text Database - C Data Type Text Text Text Text Text	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State
BSCC ESP Disclosure ESP Coordinator Innovation Awards Field Name CompanyName FormalName BusAdr2 City State ZipCode	Text Database - C Data Type Text Text Text Text Text Text Text Tex	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip
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Innovation Awards Field Name CompanyName FormalName BusAdr2 City State ZipCode Innovation Awards Field Name ESP Coordinators Company Market Department State/Region Phone Fax	Text Database - C Data Type Text Text Text Text Text Text Text Tex	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
Innovation Awards Field Name CompanyName FormalName BusAdr2 City State ZipCode Innovation Awards Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1	Text Database - C Data Type Text Text Text Text Text Text Text Tex	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
Innovation Awards Field Name CompanyName FormalName BusAdr2 City State ZipCode Innovation Awards Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1 Street Address 2	Text Database - C Data Type Text Text Text Text Text Text Text Tex	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
Innovation Awards Field Name CompanyName FormalName BusAdr2 City State ZipCode Innovation Awards Field Name ESP Coordinators Company Market Department State/Region Phone Fax Street Address 1 Street Address 2 City	Text Database - C Data Type Text Text Text Text Text Text Text Tex	Program ESP Coordinator's Name ompany Addresses Table Description Company Name Mailstop Street Address City State Zip ESP Coordinators Table
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		- IP Coordinators Table
Field Name	Data Type	Description
IP ID#	Text	IP Coordinator ID#
FullNameIPC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
Innovati	on Awards Dat	tabase - Queries
Queries		Description
Awards Query		Description
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Apps Filed		
Certificates for Publication Awards	 	
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Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		

Recipients of Filing Awards

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Recipients of Inventor Achievement Awards					
Recipients of Issuance Awards					
Recipients of Publication					
Innovati	on Awards Da	tabase - Forms			
Forms		Description			
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By Date and IPC - Patents Granted					
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Open Inventor Achievement Awards					
Open Issuance Awards					
Open Publication Awards					
Patent Filing Award Form					
Patent Issuance Award Form					
Progress Report					
Publications Award Form					
Recipients of Filing Awards - Sort by Award #					
Recipients of Filing Awards - Sort by Inventor Name					
Recipients of Inventor Achievement Awards - Sort					
by Award #					
Recipients of Issuance Awards - Sort by Award #					
Recipients of Issuance Awards - Sort by Inventor					
Name					
Recipients of Publication Awards - Sort by Award #					
Recipients of Publication Awards - Sort by Inventor					
Name					

Verification Table

BellSouth Intellectual Property Marketing Database					
Charles & Constraints	L2 - Awaiting Execution Pre-Tra		o	portunity No.	1 2
Status of Opportunity:			L4	L5	
Date Status Changed To	TechNet	30 612		THE PARTY OF THE P	
Product/Project Name:	Network		Deal Size:	C = LARGE	
Product Group:			Deal Priority:	A = LOW	
Product Type:	Software		Top Deals Rept?		
Type of IP Involved:	Proprietary Information Filed		Est. \$\$\$ Range:		
Patent Status:	Fred		Deal \$\$\$ Value:		
BellSouth Entity:	BellSouth Telecommunications,	Inc.	BIPMARK Lead:	C8	
Sub-entity Name:	Network		BIPMARK Suppo	1111	
BellSouth Contacts:	Bill Smith		BIPMARK Suppo	12:	
					-
			BIPMARK Suppor	(CS)	
Marketing Participant:	Andersen Consulting (to BT, S	BC)	Participant Type	Remarketing	
Address:		ي من الله من المارية . من الله الله	Participant Con	tacts:	
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		meliantics		以外的主要	
Follow-Up Actions to be T		væugadQf1			題

FIG. 29

Status Product/Project Name Opp # BellSouth Entity

Company Name Patent Status

Lead Support Est. Value

Deal Size

Reason/Comments Priority [LO-Potential Opportunity] [L1-Initial Research in Progress] [L2-Awaiting Exec. Pre-Transaction Report] [L3-Negotiations in Progress] [L4-Awaiting Exec. Agrmt/Transaction Report] [L5-Contract Completed/Closed] Tuesday, December 14, 1999

FIG. 30

BellSouth Intellectual Property Marketing Corporation Level I (Initial Research in Progress) WIP Report

Date Generated: Tuesday, December 14, 1999

Date Chgd to L1		
	Priority	
	Deal Size	
	Est. Value	
BIPMARK	Lead Support	
	Opp# Patent Status Company Name	
	Subsidiary Name	
	Product/Project Name	

BELLSO	UTH	Intellectual I Contract Tra	Property Co	mpanies base	
Agreement Type:					
First Party:					· j
Second Party:					
Third Party: 💮					
Effective Date:	Terminal	ion or Renewal Date:	Z		
Termination or Renewal Terms:					
Confidentiality Period?	-				•
Executed Copy on File?	7	Location of Original			
Comments:				<u> </u>	
View Executed Contract:					-
View Other Document:					
For Pennsikaing Agreements	Only:				
Affiliate Involved:					
Transaction Type:		Project Nam	e:		
Type of IP Involved:		1			
View Transaction Report:		en general de la la la la la la esta esta esta esta esta esta esta est	and a special designation of		
Frequency of Payment:		N EX			
Payment/Royalty Due Date:		Amount Due:			
Additional Payment Terms:		Page Harris and Art			\$25.42.46 to
YTD Totals: 1999	2000	2001	2002	2003	

Unexecuted Agreements

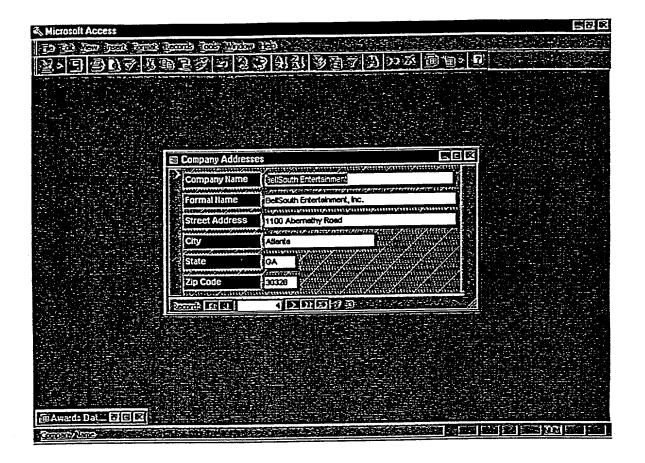
Agreement Type

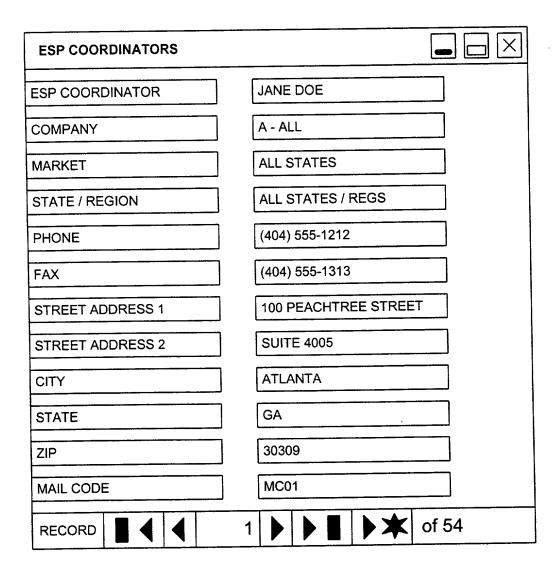
First Party

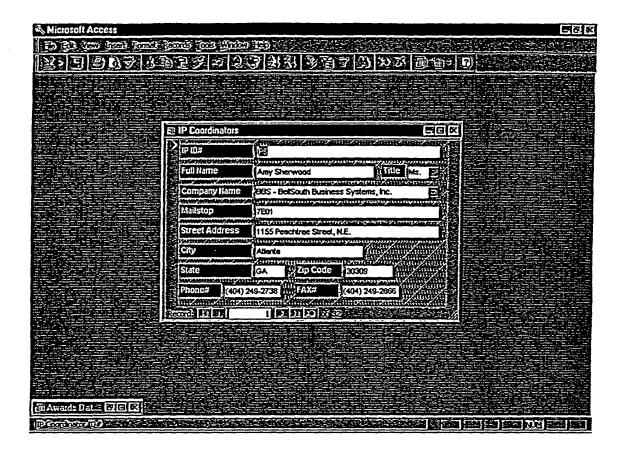
Second Party

Tuesday, December 14, 1999

Award # 1 D99-192 Type Sclosure Award	Legal Case# 99192 Key# 868
Inventor	nformation -
Title Mr. Name	Prone Voy
Ballsatthicate	
Suite	Still BellSouth employee?
Address	P.Coordinator ID#2
City State Zio	
inventors supervisors	Inventors Department Heads
Title Name '	
Suite 55	Suio
Address	Address 4
Givalia Zip	City State Zip
Disclosure Award	Filing Award
Title: Sales Information	īīderi :
Storage/Tracking/Notification	
11/11/99 Disclosure Received by Legal	Date Application Filed
11/11/99 Disclosura Received by BIPMAN	Date BIPMAN Notified of Filling
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General Notes	
FIG. 34	







Innovation Award Request Patent Filing Award

Date of Request	BellSouth File No.	Innovation Award No.
December 8, 1999	98059	A99-075
Date Application Filed: Title of Application:		
Please arrange payment of a Spector the inventor listed below. Innustate taxes. Due to the significant be presented in an appropriate celligher management.	ovation Awards should be ce of this contribution to 1	grossed up for federal and BellSouth, the award should
Award	Amount:	
Approx	ved By: X IP Legal BellSouth IF	Management Corp.
Inventor Name	Inventor Signatur	e
Superior Mana		
Supervisor Name	Supervisor Signa	ture
IP Coordinator Name	IP Coordinator Si	gnature
Certification of payment and	this signed request fo	rm must be returned to:
	, Intellectual Property Adm Street, NE - Suite 500 - Atla (404) 249-2961	

PRIVATE/PROPRIETARY/LOCK

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement.

Must be stored in locked files when not in use.

MEMORANDUM

To:

John E. Lewis

From:

Marcus Delgado

Date:

December 8, 1999

RE:

Notification of Patent Application Filing for

Title:

BellSouth No.: Filing Date:

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

PRIVATE/PROPRIETARY/LOCK

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Patents Granted 9/1/99 Through 11/30/99

Date Issued	10/ 5/99
US Patent No.	5,963,864
Patent Title	Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)
CompanyName	BSCC - BellSouth Cellular Corp.
Inventor Name	JoAnn Blount (retired)
Legal No.	96013
Award	A99-067

Intellectual Property Management Database System

		Marketing Table					
i	1		Relates				
Field Name	Data Type	Description	(KEY)	Location of Data	Editable	Security	Comments
Project Number	Number	Unique number to keep track of each project	PK	System generated	Non-Editable		
Project Name	Character	Name of the project		Free Form Entry	Editable		
Status of Project	Character	Status of the project		Lookup Table	Editable		
_							A version can
				Can be system			update when
Status Date	Date	Anticipated dates for different status levels		generated and/or need form.	Editable		crianging status levels.
		Pulls additional information into database, Name,					
Customer		Contact, Phone - from People/Address table		Lookup Table	Editable		
		Customer Name					
		Contact					
		Phone					
		Party to final contract?					
		Pulls additional information into database, Name,					
		Contact, Phone, party to final contract - from					
Remarketing Partner		People/Address table		Lookup Table	Editable		
		Company Name					
		Contact					
		Phone					
		Party to final contract?					
		Pulls additional information into database, Name,					
iP Group Personnel		Role, party to final contract - from People/Address		older and	444		
					Luliable		
		name					
Products	Character	Pointer back to product table		Lookup Table	Editable		
		Product Name					
Deal Size	Character	Drop Down Estimate, small, medium and large		Lookup Table	Editable		
Deal Value	Number	Actual deal value entered after the deal is closed		Free Form	Editable		
Deal Priority	Character	low, medium, high		Lookup Table	Editable		
Include in Top Deals Report	Y/N (or CHAR)	Check box designating as important deal		Free Form	Editable		
Description of Project	Character				Editable		
Followup Date	DATE	Next Scheduled Followup Date		Freeform	Editable		
Followup Actions	Character	Follow-up Actions to be Taken		Freeform	Editable		
		Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple					
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Associated Contract		Pointer that pulls information from contract table - including name		Lookup Table	Editable		
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		List of IP Involved; pop-up box to add IP pointers, IP	Potentially a Foreign	Potentially a Foreign			User can modify which IP is
List IP	Character	Type, Name, Ref #	Key	Key	Non-Editable		licensed
		IP Type					
		Name					
		Ref. #					
Exclusivity	Character	values: exclusive, non-exclusive		Lookup Table	Editable		
L	3000	values: Distribution License, Straight Use License,		Lookup Table	Editable		
rorm of Agreement	Character			Freeform	Editable		
Description	Character	values cash savings cash & savings		Lookup Table	Editable		
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Unique I ac	Character			Lookup Table	Editable		
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							range or a final
Confidentiality Period	DATE			Freeform	Editable		date.

File	Character	Pointer to attached files and comments		Freeform	Editable		
		File Name					
		Comments					
Product	Character						
BellSouth Business Unit	Character	Pointer to BellSouth Business Unit and Royalty Percentage		Lookup Table	Editable		
		BellSouth Business Unit					
		Royalty Percentage					
Notice Date	Date						
Customers Party to Contract	Character						
Parties to Contract	Character						
Underlying Ip of Product	Character						
		Button (field) that points to information in the action			-		
Action	Character	table		Lookup Table			
		Expected Due Date					
		Actual Date					
		Action Type (Lookup)					
		Expected Amount					
		Actual Amount					
		Expected Action					
		Actual Action					
		Internal Contact					
		External Contact					
		Comments					
Comments	Character			Freeform			
		IP TABLE (Trade Secrets or Copyrights)	opyrights)				
			Relates				
Field Name	Data Type	Description	(KEY)	Location Data	Editable Se	Security C	Comments
# 4	Number		Primary Key	Primary Key	Non-Editable	-	
IP Type	Character	TS or Copyright or Both		Lookup Table	Editable		
IP Name	Character			Freeform	Editable		
BellSouth Sub-entity	Character			Freeform	Editable		
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Position Position			Phone #					
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BellSouth Business Unit							
Status Lookup Values	S	Used in Marketing Module					
Conduct Initial Research							
Conduct Market Research and							
Analysis							
Develop marketing plan &							
package							
Sell product							
Negotiate contract							
Complete & approve transaction							
report							
Execute contract							
Set up maintenance plan							
Close out project							
		Used in IP Inventory Module, Product Inventory Module					
Bellsouth Business Units Lookup Values	kup values						
BASC (Amilate Service Corp.)							
BBI (Billing Inc.)							
BBS (Business Systems)							
BPC (Public Communications)							
BSC (Corporate)							
BSCC (Cellular)							
BSE (Entertainment)							
BSI (International)							
BSNET (.Net)							
BST (Telecommunications)							

BAPCO (Advertising and		
BAT (Applied Tocksoless)		
pAT (Applied Lechnology)		Γ
BCS (Communication Systems)		
BWD (Wireless Data)		
Agreement Type Lookup Values	Used in Contract Module	
Administrative Services		
Agreement		
Master Licensing Agreement		
Sublicensing Agreement		
Services Agreement		
Sublease Agreement		
Consulting Agreements		
Recruiter Agreements		
Remarketing Agreements		
Freq. of Payments Lookup Values	Used in Contract Module	T
One-time		
Development/Maintenance		
Savings		-
One Time Up-Front License Fee		
One Time Up-Front License Fee w/ Future Royalties Due		
Monthly Report/Royalty Payment		
Quarterly Report/Royalty Payment		
Annual Report/Royalty Payment		

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		ACTION TABLE					
			Relates				,
Field Name	Data Type	Description	(KEY)	Location Data	Editable	Security	Comments
Action Due Date	Date			Freeform			_
Action Type	Character			Freeform			
Expected Amount	Number			Freeform			
Expected Action	Character			Freeform			
							This can be
BellSouth Sub-entity	Character			Freeform			business unit.
Royalty Expected Due Date	Date			Freeform			
Royalty Actual Date	Date			Freeform			
Royalty Action Type	Character			Lookup Table			
Royalty Expected Amount	Number			Freeform			
Royalty Actual Amount	Number			Freeform			
Royalty Expected Action	Character			Freeform			
Royalty Actual Action	Character			Freeform			
Royalty Internal Contact	Character			Lookup Table			
Royalty External Contact	Character			Lookup Table			
Royalty Comments	Character			Freeform			
Start Date	Date			Freeform			
End Date	Date			Freeform			
Period	Character			Lookup			

		Contacts TABLE					
Field Name	Data Tvpe	Description	Relates (KEY)	Location Data	Editable	Security	Comments
N. C.				Erooform			
Company Name				rieeloilii			
BellSouth Sub-entity				Freeform			
		IP Group, Remarketing, Customer, Alliance, Bellsouth					
Туре		Internal					
Events		Pointer to Events table		Freeform			
		Date					
		Comments					
		Attached Files					
Contacts							
		Name					
		Title					
		Country					
		Address1					
		Address2					
		City					
		State					
		Zip					
		Phone					
Individual Contact Events		Pointer to Individual Contact Events Table					
		Date					
		Comments					
		Attached Files					

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Searching/Reporting Module Product Inventory Module IP Inventory Module Marketing Module Contracts Module Contacts Module The street of th the state of the s The second secon in the content of the country of the content of the country of the >> connect >>

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM P Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts Please choose an option from the menu bar on the left. IP Inventory IP Inventory Module Create New Trade Secret or Copyright Record Search Inventory View Inventory

	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
P Inventory	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	
IP Inventory Module	Create/Edit Trade Secret/Copyright	-
Create New Trade Secret or Copynight Penny	TP# Copyright Filed 💮 🛣	
View Inventory	D Name	
Search Inventory	$ ho_{ m Type}$	
	BellSouth Business Unit	
	BellSouth Sub-entity	
	IP Description	
	Associated Files Attached	
	File to Attach	
	File Name Comments	
	in in the second of the second	

INTEL	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
IP Inventory Product Inventory	ventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	View Inventory
Create New Trade Secret or Copyright Record	<u>Patents</u>
View Inventory	Sort By N/A
Search Inventory	Trademarks
	Sort By N/A
	Trade Secret & Copyrights
	Sort By N/A
	Submit Cancel
A STATE OF THE PROPERTY OF THE	

INTELLECTU IP Inventory Product Inventory Ma Copynight Record View Inventory View Inventory View Inventory Search

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts View Inventory N/A Trademark Name TM# Registration Date Cancel Sort By Status Default **Trademarks** Sort By N/A Sort By N/A Submit Patents Create New Trade Secret or IP Inventory Module Copyright Record Search Inventory View Inventory

INTELLEC	LLECTUAL PROPERTY MANAGEMENT SYSTEM
IP Inventory Product Inventory	ventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	View Inventory
Create New Trade Secret or Copyright Record	<u>Patents</u>
View Inventory	Sort By N/A 😨
Search Inventory	Trademarks
	Sort By N/A
	Trade Secret & Copyrights
	Sort By N/A Sort By N/A N/A
	Submit BellSouth Entity Business Unit
	IP# Description Default

HINI	SLLEC	TUAL	PRO	PER	IY M	ANAG	EME	NT S	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
P Inventory Product Inventory	nventory	Marketing		ntracts/A	Contracts/Agreements Searching/Reporting	s Searchi	ing/Repor		<u>Contacts</u>	
IP Inventory Module	Viev	View Inventory	ento	X.						
	<u>Patents</u>	ACCUSANT TO BE AND A VALUE OF BANKS OF			A PROPERTY OF THE PROPERTY OF					
Create New Trade Secret or Copyright Record	Status	Docket #	Country	App #	Filing Date	Putent #	Issue Date	Inventor	Tifle Connents	اد
View Inventory	Deta	Data	Deta	Data	Data	Deta	Data	Data	Data D	Deta
Search Inventory	Trademarks	arks								
	Status	Mark Deta	Country Data	Docket # Data	App#] Data	Filing Date Data	Reg. # Data	Reg. Date 1 Data	Renewal Date Comments Data Data	onnents Data
	Trade S	Secrets & Copyrights	Copyri	phts						·
	Name Data	ne :a	<u>Description</u> Data	tion	BellSouth Entity Data	Entity	Business Unit Data	Unit	<u>IP#</u> Data	

MENT SYSTEM	Reporting Contacts					
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	t Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	Search Inventory	Patents - CPI System	Trademarks - CPI System	Trade Secrets & Copyrights	
INI	IP Inventory Product Inventory	IP Inventory Module	Create New Trade Secret or Copyright Record	View Inventory Search Inventory		

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts Filing Date Comments Issue Date Patent # Title Search Patents Cancel Search All Fields Docket# Search Country Inventor Status Create New Trade Secret or IP Inventory Module Copyright Record Search Inventory View Inventory

Daulailni	LEC	TUAL	PR	OPE	RIY	MAN	AGE	STUAL PROPERTY MANAGEMENT SYSTEM	įΩ	YSTE
Product Inventory Product Inventory	entory	<u>Marketing</u>	ing (ontract	s/Agree	ments Se	arching	Contracts/Agreements Searching/Reporting Contacts	<u>ي</u>	ontacts
IP Inventory Module	Sear	rch Patents Results	tents	Resu	ılts					
Create New Trade Secret or Copyright Record View Inventory Search Inventory	Status	Docket #	Country Data		Filing Date Data	Patent# Data	Issue Date Data	Inventor Title Comments Data Data Data	Title C	<u>'omments</u> Data

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Renewal Comments Data Data Reg. Date Data Data Data Data Data Data Data Data | Status | Mark | Country | Docket | App.# | Filing | Reg.# | Search Trademark Results Product Inventory Create New Trade Secret or IP Inventory Module Copyright Record IP Inventory Search Inventory View Inventory

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM The Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts Search Trade Secret/Copyright Issue Copyright Filed N/A 🕏 BellSouth Business Unit BellSouth Sub-entity Full Text File Search Cancel IP Description IP Type N/A P Name Search Create New Trade Secret or IP Inventory Module Copyright Record Search Inventory View Inventory

BILLINI	INTELLECT	TUAL P	CTUAL PROPERTY MANAGEMENT SYSTEM	MANA	GEMENT	SYSTE
IP Inventory Product Inventory	Inventory	Marketing	Marketing Contracts/Agreements Searching/Reporting	ements Searc	hing/Reporting	Contacts
IP Inventory Module		rch Results	20 1			
Create New Trade Secret or Copyright Record	Trade !	Trade Secrets & Copyrights	opyrights			
View Inventory	zi	Name	$\overline{ ext{Type}}$	<u>"</u>	BellSouth Business Unit	BellSouth Sub-
Search Inventory	F-II	<u>Data</u>	Data	<u>Data</u>	Data	<u>Data</u>
		A DESCRIPTION OF THE PROPERTY		to the state of th		

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM | Product | Marketing Contracts/Agreements Searching/Reporting Contacts | Inventory Inventory Please choose an option from the menu bar on Product Inventory the left. View Products Create New Search For Product View/Edit Contacts Product

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM 1 F 1) | Product | Marketing Contracts/Agreements Searching/Reporting Contacts | Inventory | Inve Product Number 1234343 BellSouth Sub-entity \$ **X**. Create/Edit Product BellSouth Contacts BellSouth Business Unit Date Available for Sale Technical Requirements Product Description Product Name View Products Inventory Create New Search For Product View/Edit Contacts Product Module Product

BellSc	Sout	outh Contacts	sts								
Name	431		Phone #				Po	Position			
Add Co	d Contact	34.			Re	Remove Contact	Conta	act	ževatinoji		
List of	of IF										
Patents	N)										
Sta	Status	Docket#	Country	App.#	Filing Pa Date	Patent I	Issue Date	Inventor	r Title	e Com	Comments
Add P	 Add Patents				Remove Patents	amove	Pate	nts			
Trade	Trademarks										
tsl	Status	Mark	Country		$rac{{ m Docket}\#}{{ m App}\#} rac{{ m Filing}}{{ m Date}}$			Reg. R # I	Reg E Date	Renewal <u>Date</u>	Comments
Add	ddTrad	I Tademarks			J	Remove Trademarks	/e Tra	demai	iks		1
Trade	Secret	Trade Secrets & Copyrights	hts								

View All Products for Specific BellSouth Business INTELLECTUAL PROPERTY MANAGEMENT SYSTEM View All Products Sorted By BellSouth Business Marketing Contracts/Agreements Searching/Reporting Contacts View All Products Advanced View View Products Unit Inventory Inventory Product View Products Inventory Create New Search For View/Edit Module Product Contacts Product Product

INTELLECTU	ECTUAL PROPE	AL PROPERTY MANAGEMENT SYSTEM	AENT SYSTEM
Product		Marketing Contracts/Agreements Searching/Reporting Contacts	ting Contacts
Product Inventory Module	View All Products		
Create New Product View Products	<u>Name</u> Data	BellSouth Business Unit Data	<u>Description</u> Data
Search For Product			
View/Edit Contacts			

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Description Data View All Products by BellSouth Business Unit | Product | Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory | Name Data BellSouth Business Unit Data View Products Inventory Search For Product Create New View/Edit Product Module Product

View All Products By Specific BellSouth Business Unit INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory BSNET ST BSCC BASC BPC BSC BSE BBS BellSouth Business Unit: Submit View Products Inventory Create New Search For Product View/Edit Contacts Product Module Product

INTERLECTU	ECTUAL PROPE	RTY MANAGE	AL PROPERTY MANAGEMENT SYSTEM
TP Product Inventory		Marketing Contracts/Agreements Searching/Reporting Contacts	rting Contacts
Product Inventory Module	View All Products	All Products By Specific BellSouth Entity	outh Entity
Create New Product	BellSouth Entity Data	<u>Name</u> Data	Description Data
View Products			
<u>Search For</u> <u>Product</u>			
View/Edit Contacts			

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM | Product | Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory View Products Advanced View 3.) Sort By: N/A Cancel 1.) Sort By: N/A 2.) Sort By: N/A Submit View Products Inventory Search For Product Create New View/Edit Contacts Product Module Product

INTIBLLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory View Products Advanced View BellSouth Entity Name Description 2.) Sort By: N/A 3.) Sort By: N/A 1.) Sort By: N/A Submit View Products Inventory Create New Search For Product View/Edit Contacts Product Module Product

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM | Product | Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory View Products Advanced View 3. 2.) Sort By: BellSouth Entity 💌 3.) Sort By: Description 1.) Sort By: Name Cancel Submit View Products Inventory Search For Product Create New View/Edit Contacts Product Module Product

INTIBILIECTUAL PROPERTY MANAGEMENT SYSTEM Description Data Product Marketing Contracts/Agreements Searching/Reporting Contacts BellSouth Entity View Products Advanced View Data Name Data Inventory Inventory View Products Inventory Create New Search For Product View/Edit Contacts Product Module Product

ILUI	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
<u>IP</u> Inventory	Product Marketing Contracts/Agreements Searching/Reporting Contacts
Product Inventory Module	Search Products
Create New Product	Product Number
View	BellSouth Business Unit . BellSouth Sub-entity
Products	Product Description
Search For Product	Date Available for Sale
View/Edit Contacts	
	Technical Requirements
	BellSouth Contacts

BellSouth (Contacts			
<u>Name</u>		Phone #		<u>Position</u>
Add Contact			 Remove Contact	 Contact
List of IP				
<u>Patents</u>				
Status	Docket#	Country	App.# Filing Patent Issue Date	ent Issue Inventor Title Comments
Add Patents	<u>J</u> , ∧∴		Remove Patents	Patents
Trademarks				
<u>Status</u>	<u>Mark</u>	Country	Docket# App#	# Filing Reg Reg Renewal Comments Date Date
Add Trademarks	arks		Remove	Remove Trademarks:
Trade Secrets & Co	. Copyrights			

Trade Secrets & Copyrights			
<u>Name</u>	Description	BellSouth Sub-entity Bi	Business IP#
Add Trade Secrets or C	orets or Copyrights) Remove Trade Secrets or Copyrights	its
Associated Files Attached	·		
File Name	ē	Comments	
Full Text File Search			
Search Cancel			
- met interatorialismentalisment rumumentalismentalismentalismentalismentalismentalismentalismentalismentalism	AND THE RESERVE THE PROPERTY OF THE PROPERTY O		

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Any Criteria Used in Search Data2 **Product Search Results** Product Name Data1 Product Inventory Create New Product Search For Product View/Edit Contacts View Products Module

THE FOUND OF THE PROPERTY MANAGEMENT OF THE

	INTERPRETICAL TWO BUT	
Product Inventory		Marketing Contracts/Agreements Searching/Reporting Contacts
Product Inventory Module	View Product	
<u>Create New</u> <u>Product</u>	Product Number 12323 BellSouth Sub-entity Entity	Product Name Product BellSouth Business Unit Main Unit
View Products Search For Product	Product Description Date Available for Sale 2/14/2000	
<u>View/Edit</u> Contacts	Technical Requirements	
	BellSouth Contacts	
	Name Pho Pho Howard Johnson 1-8	<u>Phone #</u> Position Position
	List of IP	

List of I	Ъ				
Patents					
Status	Docket#	Country A	بعور <u>Filing Pa</u> Date <u>#</u>	App.# Filing Patent Issue Inventor Title Comments Date	ments
Trademarks					
Status	Mark	Country	Docket# App# Filing Date	2# Filing Reg.# Reg Renewal Date Date	Comments
Trade Secre	Trade Secrets & Copyrights	hts			
Na	Name	Description	ption	BellSouth Sub-entity	Business IP#
Associated E	' Files Attached				
	<u>File Name</u>	ne		Comments	
Edit					

INTIBLIBETIOAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> <u>Inventory</u> Please choose an option from the menu bar on the left. Marketing Search/Report Projects Create New Project View/Edit Contacts View/Edit Project

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>) Project # 121232 Deal Priority Status Date Deal Size Follow-up Actions Q. Create New Project Include in Top Deals Report 📔 Description of Project Responsible Party Follow-up Date Project Name Deal Value Products Status View/Edit Contacts View/Edit Project Search/Report Marketing Create New Module Projects Project

	<u>Products</u>				A part of the second control of the second c
	Product Name	<u>ne</u>			
	Add Product Re	Remove Product			
	Customer				
	Customer Name	Contact	Phone	Party to Final Contract	
	* Add Customers	Remove Customers			
	Remarketing Partners				
	Company Name	Contact	Phone	Party to Final Contract	
			a de		
	Add Partner Ren	Remove Partner			
The second secon	IP Group Personnel				

FIG. 86

IP Group Personnel			
Name	Role		
Add:IP:Personnei	Bemave IP Personnel	in least the second of the sec	
Associated Files Attached	<u>iched</u>		
File to Attach	S Browse	Remove File	
File Name	a <u>me</u>	Comments	
Contract Records			ri
Contract Name	Name	Agreement Type	
Create Contract Record	Add Associated Contract Record	Remove Associated Contract Record	
Submit Cancel			

INTIBILIBETIOAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> > View Projects Default Search 1.) Sort By: N/A 2.) Sort By: N/A Cancel 3.) Sort By: N/A Custom Sort Submit View/Edit Project Search/Report Marketing Create New View/Edit Contacts Module Projects Project

INTELLECTUA	ECTUA	AL PRO	PERTY	MAN	AGEN	AL PROPERTY MANAGEMENT SYSTEM	STEM
<u>IP</u> <u>Product</u> Inventory Inventory		ting Contra	cts/Agreemei	nts Search	ing/Report	Marketing Contracts/Agreements Searching/Reporting Contacts	
Marketing Module	View P	View Project-Results	Results				
Create New Project View/Edit Project	Project <u>Name</u>	Customer	Product	Status	Deal Priority	Deal Value	
Search/Report	<u>Data1</u>	Data2	Data3	Data4	Data5	<u>Data6</u>	
Projects							
View/Edit Contacts							

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

Product Marketing Contracts/Agreements Searching/Reporting Contacts Marketing Marketing Contracts/Agreements Searching/Reporting Contacts Module	s Action
Product Name Product	
Customer	

Customer			
Customer Name	Contact	Phone	Party to Final
IBM	John Jim	212-555-1212	
Remarketing Partners	sie		
Company Name	Contact	<u>Phone</u>	Party to Final
IBM	Bob Smith	212-555-1212	
IP Group Personnel	Ī		
Name	Ī	Role	
Associated Files Attached	ttached		
File Name	ame	Comments	
Contract Records			
Contract Name	Name	Agreement Type).e

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Remarking Partner Company Name 1.) Sort By: Customer Company Name 3.) Sort By: Customer Company Name Customer Company Name Product Name IP Group Personnel 2.) Sort By: Product Name Deal Priority Deal Value View Projects Deal Size Status Default Search **Custom Sort** Submit Inventory Inventory Product View/Edit Project Search/Report Marketing Create New Module View/Edit Projects Contacts Project

INTELL	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM
IP Product Inventory	uct tory
Marketing Module	View Projects-Results
<u>Create New</u> <u>Project</u> View/Edit Project	Criteria 1 Criteria 2 Criteria 3 Project # Customer Product Data1 Data2 Data3 Data4 Data5 Data6
Search/Report Projects	
View/Edit Contacts	

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> **4 3** ž. 1 Follow-up Actions Deal Priority Status Date Deal Size Project# Ž Include in Top Deals Report 🔳 Product Name Description of Project Edit Project Responsible Party Follow-up Date Project Name Deal Value Products Status Search/Report Projects Marketing <u>Create New</u> <u>Project</u> Module View/Edit View/Edit Contacts Project

FIG. 94

Products			
Product Name	<u>me</u>		
Add Product	Remove Product		
Customer			
Customer Name	Contact	Phone	Party to Final Contract
Add Customers	Remove: Gustomers		
Remarketing Partners			
Company Name	Contact	Phone	Party to Final Contract
Add Parmer R	Remove Partner		
P Group Personnel			

IP Group Personnel	ne!		
Name	R	Role	
Add IP Persor	rsonnel Remove I	Remove IP Personnel	
Associated Files Attached	s Attached		
File to Attach		Browse	
File	File Name	Comments	
Contract Records	ន		
Contra	ontract Name	Agreement Type	
Create Contract	Add Associated Contract	* x	
Submit Cancel	ncel		

INTRIBIBECT	CTUAL PROPERTY MANAGEMENT SYSTEM	M
TP Product Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts	
Marketing Module	Project Search/Reports	
Create New Project	Project Name	
View/Edit Project	Status N/A Status Date	
Search/Report Projects	Deal Value	
70000	Include in Top Deals Report	
Standard Project Reports	Description of Project	
• Top Deals • Customer Report	Follow-up Follow-up	
Remarketing	Actions	
Report Status Level	Responsible Party N/A	
• BellSouth Entity	ict St	
Report	Dundingt Nome	
View/Edit Contacts		

								·-	- x 1000 000 0 d dbrok 100	
			Party to Final Contract	man and a second			Party to Final Contract		ner	
			Phone				Phone		Remove:Remarking Partner	
ame	= Remove Product		Contact		Remove Customer		Contact			
Product Name	Add Product	Customer	Customer Name		Add Customer	Remarketing Partners	Company Name		Add Remarking Partner	P Group Personnel
Report View/Edit Contacts										

FIG. 98

	Role	Remove IP Group Personnel	Comments			Agreement Type	Remove Contract Record	
IP Group Personnel	Name	Add IP Group Personnel	Associated Files Attached File Name	Full Text File Search	Contract Records	Contract Name	Add Contract Record	Search Cancel

MANAGE OF THE STATE OF THE STAT

	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	OPERTY	MANAG	S JINGING	STEM
Product Inventory		Marketing Contracts/Agreements Searching/Reporting Contacts	Searching/Re	porting Contacts	
Marketing Module	View Project Search Results	earch Results			
Create New Project	Project Name	Customer	Product	Other Search Criteria	
View/Edit Project	Data1	Data2	Data3	Data4	a companya o a construir de la
<u>Search/Report</u> <u>Projects</u>					
Standard Project Reports					
 Top Deals Customer Report Report Status Level Report BellSouth BellSouth Business Unit Report 					
View/Edit Contacts					

INTIBILIBECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Priority Data11 Deal Size Data10 Status Product/Project Opp# BellSouth Patent Company Lead Support Est. Name Name Status Name Value Datal Data2 Data3 Data4 Data5 Data6 Data8 Data8 Data9 Top Deals Report IP Product Inventory Inventory Remarketing Status Level Standard Project Create New Project • Top Deals BellSouth Customer Business Unit View/Edit Project Report Report Report Search/Report Marketing Projects

View/Edit Contacts

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory Customer Name | Customer Name 💌 Customer Report Cancel Submit Remarketing Status Level Standard Project View/Edit Contacts Top Deals Create New Project BellSouth Customer Business View/Edit Project Report Report Report Search/Report Unit Marketing Reports Module Project

FIG. 103

INTE	INTELLECTU	AL PR	OPERTY	MANA	CTUAL PROPERTY MANAGEMENT SYSTEM	SYSTEN	
IP Inventory Product Inventory		Marketing	Contracts/Agre	ements Searc	Contracts/Agreements Searching/Reporting	Contacts	
Marketing Module	Customer Report	eport					
<u>Create New Project</u>	Customer Name Data1	Product Name Data2	Status Data3	Value Data4	BellSouth Business Unit Data5	<u>Opp.#</u> Data6	
View/Edit Project							
Search/Report Projects							
Standard Project Reports							
Top Deals Customer Report Remarketing Report Status Level Report BellSouth Business Unit							
View/Edit Contacts							

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Remarking Company Name Company Name Remarketing Partner Report Cancel Submit Product Inventory Inventory Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts Customer BellSouth View/Edit Project Business Report Report Report Search/Report Marketing Reports Module **Projects**

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>IP</u> <u>Product</u> Inventory Inventory		Contracts/	Agreement	s Searchi	Marketing Contracts/Agreements Searching/Reporting Contacts	Contacts	
Marketing Module	Remarketing Partner Report	ng Partn	er Repor	ţ			
Create New Project View/Edit Project	Remarketing Partner	Product Name	Status	Value	BellSouth Business Unit	Opp.#	
<u>Search/Report</u> <u>Projects</u>	Data1	Data2	Data3	Data4	Data5	Data6	
Standard Project Reports							
 Top Deals Customer Report Report Status Level Report BellSouth Business Unit 							
View/Edit Contacts							

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Status Level Report Status Level N/A Cancel Submit Remarketing Status Level Standard Project View/Edit Contacts Create New Project Top Deals **BellSouth** Business Unit Customer View/Edit Project Report Report Report Search/Report Marketing Reports Module Projects

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts Conduct market research and analysis Complete & approve transaction report Can Develop marketing plan & package Complete and approve PTR Set up maintenance plan Conduct Intial Research Negotiate contract Status Level Report Close out Project Execute contract Sell product Status Level N/A Submit Inventory Inventory Remarketing Status Level Standard Project View/Edit Contacts Create New Project Top Deals BellSouth Customer Business View/Edit Project Report Report Report Search/Report Marketing **Projects**

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory DataS Data9 Data10 <u>Deal</u> Value Company Product Remarketing BellSouth IP Group
Name Name Partner Incit Data7 Unit Data6 DataS Data4 Status Level Report #ddO Data3 <u>Level</u> Date Data2 Datal Level Remarketing Status Level Standard Project View/Edit Contacts Top Deals Create New Project BellSouth Customer View/Edit Project Business Report Report Report Search/Report Marketing Reports Module Projects

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts BellSouth Business Unit Report **BSNET** BSCC BSC BSE BPC BBS BST BSI BellSouth Business Unit Cancel Submit Remarketing Standard Project Status Level Create New Project Top Deals View/Edit Contacts BellSouth Customer Business Unit View/Edit Project Report Report Report Search/Report Marketing Reports Module Projects

FIG. 109

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts BIPMARK Contact DataS BellSouth Contacts Data7 Customer Remarketing Deal Value Data6 Bell South Business Unit Report DataS Data4 Product Name Data3 Data2 Status Entity Name Datal Inventory Inventory Product Remarketing Status Level Standard Project Create New Project Top Deals View/Edit Contacts BellSouth Customer View/Edit Project Business Report Report Report Search/Report Projects Marketing Reports Module

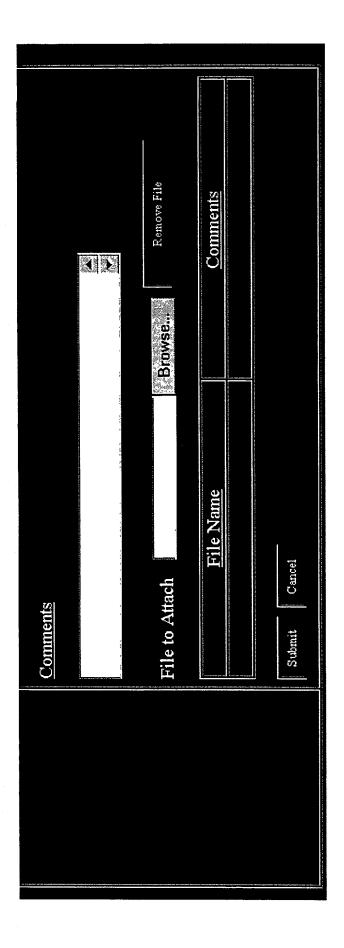
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM | Product | Marketing Contracts/Agreements Searching/Reporting Contacts | Inventory | Inve Please choose an option from the menu bar Contracts/Agreements on the left. <u>Search</u> Contracts/Agreements Contract/Agreement View/Edit Contacts Contract Reports Add

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Agreement Number 12323 <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Project Number 1 1 Þ Unique T&C Agreement Form of Add Contract/Agreement Σ Termination or Renewal Terms Contract Summary Ŋ. Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity Description Product Contracts/Agreements Add Contract/Agreement Contracts/Agreements View/Edit Contacts Contract Reports Module Search

FIG. 112

Termination or Renewal Terms		
		G. C. Control
Confidentiality Period		Notice Date
Effective Date		
Termination/Renewal Date		Reason for Termination
BellSouth Business Unit	ss Unit	
BellSouth Business Unit	Unit	Royalty Percentage
Add BellSouth BU Remo	Remove BellSouth BU	
Parties to the Contract	<u>tract</u>	
Company Name	Type	<u>Contact</u>
Add Party Rem	Rem ove Party	

AddParty	Remove Party				
IP Covered	Covered by License				
IP Type		Name		Ref#	
Add Associated IP	Rem ove Associated IP				
Actions/Payments Due	ments Due				
Expected Actual Date Date	Action Type Amount	d Actual Expected	Actual Action	Internal External	External Comments
Add Action Item	Remove Action Item	Add Internal Party	arty	J. Ji. Add External Party	Party
Comments	-	-	-		
		,	3 2		



INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM Agreement Number 12323 Product Marketing Contracts/Agreements Searching/Reporting Contacts Project Number 4 } Σ Unique T&C Agreement Form of Add Contract/Agreement Administrative Services Agreement Master Licensing Agreement Remarketing Agreements **Sublicensing Agreement** Frequency of Payments Consulting Agreements Recruiter Agreement Sublease Agreement Services Agreement Agreement Name Type of Revenue Agreement Type Description Contracts/Agreements Inventory Inventory Add Contract/Agreement Contracts/Agreements View/Edit Contacts Contract Reports Module Search

INTELLECTUA	UAL PROPERTY MANAGEMENT SYSTEM	MENT SYSTEM
Product	Marketing Contracts/Agreements Searching/Reporting Contacts	orting Contacts
Contracts/Agreements Modute	Add Contract/Agreement	
Add Contract/Agreement	Agreement Name	Agreement Number 12323
<u>Search</u> Contracts/Agreements	Agreement Type	Project Number
Contract Reports	Product	
View/Edit Contacts		
	Contract Summary	
	Exclusivity Agreement	ent i
	Type of Revenue .	Unique T&C Distribution License
	Frequency of Payments	Straight Use License Strategic Agreement
	Description	
		production of the contract of

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM **X** Agreement Number 12323 <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Project Number Unique T&C Agreement Form of Add Contract/Agreement Cash & Savings Contract Summary D. Savings Frequency of Payi Agreement Name Type of Revenue Agreement Type Exclusivity . Description Product Contracts/Agreements Add Contract/Agreement Search Contracts/Agreements View/Edit Contacts Contract Reports Module

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Y Agreement Number 12323 <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory Project Number È. Unique T&C One Time Up-Front License Fee w/ Future Royalties Due Agreement Form of One-time Development/Maintenance Savings Add Contract/Agreement) 1 Quaterly Report/Royalty Payment Monthly Report/Royalty Payment One Time Up-Front License Fee Annual Report/Royalty Payment Contract Summary Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity **Product** Contracts/Agreements Add Contract/Agreement Contracts/Agreements View/Edit Contacts Contract Reports Module Search

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM PInventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts Expected Due Date External Contact Start of Period End of Period Repeat Action Type | Termination Notice 🔄 Cancel Add Action Expected Amount Expected Action Recurring Actions Internal Contact Comments: Submit Date Contracts/Agreements Module

FIG. 120

INTELLECTUA	JAL PROPERTY MANAGEMENT SYSTEM
Product Market	keting Contracts/Agreements Searching/Reporting Contacts
Contracts/Agreements	Add Action
	Action TypeTermination NoticeStart of PeriodExpected Due DateExpected An Extention NoticeStart of PeriodEnd of PeriodExpected ActionsExternal Cont Savings Due OtherExternal Contact
	Date Comments:
	Submit Cancel

FIG. 120A

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Agreement Number Project Number T Product Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory 1 }) Unique T&C Agreement Form of Search Contracts/Agreements Contract Summary Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity Description Product Contracts/Agreements Add Contract/Agreement <u>Search</u> Contracts/Agreements View/Edit Contacts Contract Reports Module

FIG. 121

	Add Party	arty Remove Party	e Party								
	IP Co	Covered by License	icense	ay!							
		IP Туре		Name	e)			Re	Ref#		(====
	Addile	Remove IP							The source of th		1
	Actio	ctions/Payments	ts Due								
	xpected Due Date	Actual Action Type		Expected Amount	Actual E	Expected Action	Actual Action	Internal Contact	External Contact	Comments	
		•	700								
		Add Action Remo	Remove Action								
	Comments	S									
							4 F				
	Full Text	Full Text File Search									
FIG. 123	Submit	Cancel									
											Ī

IL PROPERTY MANAGEMENT SYSTEM	icts						
MENT	rting Conta		Project#	Data4			
TANAGBI	earching/Repo		Agreement	$\frac{1 \text{ype}}{\text{Data3}}$			
PERTY N	s/Agreements S	esults	Agreement	$\frac{\text{Number}}{\text{Data2}}$			
	Marketing Contracts/Agreements Searching/Reporting Contacts	Search Results	Agreement	Name Data1			
INTERLECTUA	<u>IP</u> <u>Product</u> Marl Inventory Inventory		Add Contract/Agreement	Search Contracts/Agreements	Contract Reports	View/Edit Contacts	

TATE TO THE TATE OF THE TANK TO THE TANK THE TAN

Product Marketing	Marketing Contracts/Agreements Searching/Reporting Contacts Agreement Name Name Agreement Number 1234 Product Product Contract Summary Exclusivity Exclusive License Type of Revenue Cash Unique T&C Text Frequency of Payments Annual Report/Royalty Payment Description A nice piece of IP Termination or Renewal Terms	Product Marketing Contracts/Agreements Searching Reporting Contacts
Confid	Confidentiality Period 2/14/2000	Notice Date 2/14/2000

Confi	fidentiality Period 2/14/2000	Notice Date 2/14/2000	2/14/2000
Effec	tive Date 2/14/2000		
Term	Termination/Renewal Date 2/14/2000)00 Reason for T	Reason for Termination None
Rell	Routh Rusiness Unit	iit	
	BellSouth Business Unit	Ro	Royalty Percentage
Cellu	ular	100	
Par	Parties to the Contract	.	
	Company Name	Type	Contact
Party	/ Remarking		Carter Pate
And the state of t			
IP (Covered by License	g)!	
	TP Tvne	Name	Ref#
		Cell Phone	1234
Act	Actions/Payments Due		

Actions/	tions/Payments Due	a)			
Expected Actual Due Date	Action Type	Expected Actual Exp Amount Amount Ac	Expected Actual In Action C	Action Contact Contact	Comments
				de de la companya de des recompanya de construción de deservidades de la companya de la companya de la company	
Comments					
	File Name		Comments	ients	
			COLOR NOT THE REAL PROPERTY.	de la de la companione	
Edit					

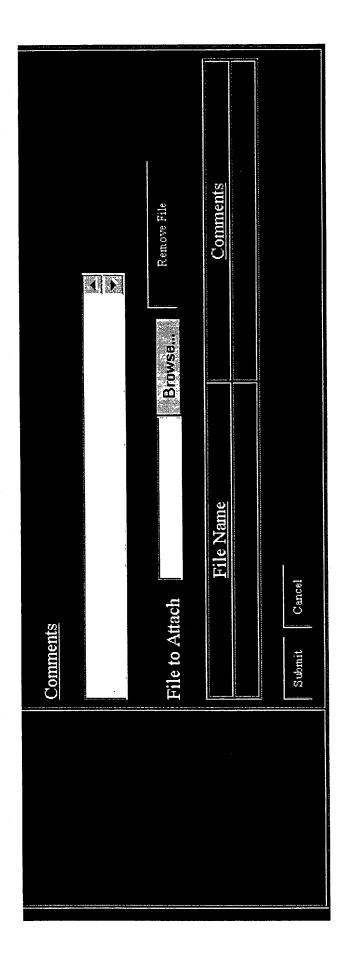
Y INTIBILIBECTUAL PROPERTY MANAGEMENT SYSTEM Agreement Number 12323 Project Number Marketing Contracts/Agreements Searching/Reporting Contacts **1** } Unique T&C Agreement Form of Edit Contract/Agreement Termination or Renewal Terms Contract Summary D) Frequency of Payments Agreement Name Type of Revenue Agreement Type Exclusivity | Description Product Contracts/Agreements <u>IP</u> <u>Product</u> Inventory Inventory Add Contract/Agreement Contracts/Agreements View/Edit Contacts Contract Reports Module Search

FIG. 128

Termination or Renewal Terms

Contact Royalty Percentage Reason for Termination 4 } Notice Date Type **BellSouth Business Units** Remove BellSouth BU Remove Party IP Covered by License Parties to the Contract BellSouth Business Unit Termination/Renewal Date Confidentiality Period Company Name Add BellSouth BU Effective Date Add Party

IP Covered by License	/ License					
IP Type		Name			Ref#	
Add Associated IP	Rem ove Associated IP					
Action/Payments Due	nts Due					
Expected Actual Date Date Date	Action Type Amount	Actual Amount	Action	Internal esponsible Party	Internal External Responsible Comments Party Party	omments
Add Action Item	Remove Action Item	lamanana,	Add Internal Party		Add External Party	A1
Comments						



INTIELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Please select a report from the left menu Contracts Reports Contract/Agreements Financial Report By Termination Report BellSouth Business Royalty/Reporting Requirements By Add Contract/Agreement Search Contracts/Agreements Contracts By Upcoming Contract Reports Period Date Unit Module

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM | Product | Product | Marketing Contracts/Agreements | Searching/Reporting Contacts | Inventory | Inve Upcoming Termination Report End Date Period Covered By Report: Cancel Agreement Type Time Period Start Date Search OR Contract/Agreements Royalty/Reporting Requirements By Add Contract/Agreement Financial Report <u>Search</u> Contracts/Agreements Business Unit Contracts By Termination Upcoming BellSouth Contract Reports By Period m ReportDate Module

FIG. 134

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Upcoming Termination Report End Date port: Marketing (External) Agreement Type Cancel **IPCO/Affiliates** Internal Use Contract Search Contruct/Agreements Royalty/Reporting Add Contract/Agreement Requirements By Financial Report Contracts/Agreements **Business Unit** Contracts By Termination Upcoming BellSouth By Period Contract Reports Report Date Module Search

FIG. 135

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts Upcoming Termination Report End Date Period Covered By Report: Cal Next 30 Days Next 60 Days **Next Year** Agreement Type Time Period Start Date Search OR Contract/Agreements Royalty/Reporting Add Contract/Agreement Requirements By Financial Report Contracts/Agreements **Business Unit** Contracts By Termination Upcoming BellSouth By Period Contract Reports Report Date Module

FIG. 136

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>

Contract/Agreements Module	Upcon	ing T	Upcoming Termination Report	tion R	eport	
Add Contract/Agreement	Effective Date	Notice Date	Termination Contract Date Name	Contract Name	Contract#	Customer
<u>Search</u> Contracts/Agreements	Data1	Data2	Data3	Data4	Data5	Data6
Contract Reports						
Upcoming						
Termination Report						
Royalty/Reporting						
Requirements By						
<u>Date</u>						
Contracts By						
BellSouth Business						
Unit						
Financial Report By						
Period						

INTERPREPARED PROPERTY MANAGEMENT SYSTEM <u>Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory Royalty/Reporting Requirements By Date Report End Date Period Covered By Report: Cancel Agreement Type Time Period . Start Date Search OR Contract/Agreements Royalty/Reporting Add Contract/Agreement Requirements By Financial Report Contracts/Agreements Business Unit Contracts By Termination Upcoming BellSouth By Period Contract Reports ${ m Report}$ Date Module Search

FIG. 13

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

Threatory Inventory Mar	Marketing Contracts/Agreements Searching/Reporting Contacts	ntraets	/Agree	ments	Search	ing/Re	orting	Contact
Contract/Agreement Module	Royalty/Reporting Requirements By Date Report	//Repo	orting	Req	uireme	nts By	. Date	
Add Contract/Agreement	[toestool	Expected	<u>Actual</u>	Δrtion	Actual Action Expected Actual Expected Actual	Achial	Exnected	Actual
Search Contracts/Agreements		Due Date	Action Date	Type	Amount Amount	Amount	Action	Action
Contract Reports	Data	Data	Data	Data	Data	Data	Data	Data
Upcoming Termination								
Report								
Royalty/Reporting								
Requirements By Date								
Contracts By								
BellSouth Business								
Unit								
Financial Report By	40 to 10 to 100							
Period	w w w w							
Financial Report By								
BellSouth Business								
Unit	a v capital vigina a la v							

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM | Product | Marketing Contracts/Agreements Searching/Reporting Contacts | Inventory Inventory | BellSouth Business Unit Contracts By BellSouth Business Unit End Date Period Covered By Report: Cancel Agreement Type Time Period Start Date Search OR Contracts By BellSouth Search Contracts/Agreements Upcoming Termination Requirements By Date Financial Report By Financial Report By BellSouth Business Contract/Agreements Royalty/Reporting Add Contract/Agreement Action Report Business Unit Contract Reports Period Report Unit

FIG. 140

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

Product Marking Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts
Contract/Agreement Module	Contracts By BellSouth Business Unit
Add Contract/Agreement	Period Covered By Report: Date Report Run:
Search Contracts/Agreements	
Contract Reports	
Upcoming Termination	Product Parties Date
Report	Data Data Data Data Data
Royalty/Reporting	
Requirements By Date	
Contracts By BellSouth	
Business Unit	
Financial Report By	
Period	
Financial Report By	
BellSouth Business	
Unit	
Action Report	

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts End Date Financial Report By Period Period Covered By Report: Caricel Agreement Type Time Period Start Date Search Contract/Agreements Royalty/Reporting Inventory Inventory Add Contract/Agreement Requirements By Financial Report Contracts/Agreements Business Unit Contracts By Termination Upcoming BellSouth By Period Contract Reports Report Date Search

FIG. 142

Product Mark Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts	S G
Contract/Agreement Module	Financial Report By Period	
Add Contract/Agreement	Period Covered By Report: Date Report Run:	
Search Contracts/Agreements		
Contract Reports	Amount	-
Upcoming Termination	Business Parties <u>Due</u> <u>Date Due</u> <u>Unit</u>	
Report	Data Data Data Data Data	
Royalty/Reporting		
Requirements By Date		
Contracts By BellSouth		
<u>Business Unit</u>		
Financial Report By		
Period		
Financial Report By		
BellSouth Business		
Unit		
Action Report		

INTERLIBECTUAL PROPERTY MANAGEMENT SYSTEM Product Marketing Contracts/Agreements Searching/Reporting Contacts Financial Report By BellSouth Business Unit BellSouth BU End Date Period Covered By Report: Cancel Agreement Type Time Period | Start Date Search orBellSouth Business Unit Contracts By BellSouth Search Contracts/Agreements Upcoming Termination Requirements By Date Financial Report By Financial Report By Contract/Agreements Royalty/Reporting Inventory Inventory Add Contract/Agreement Action Report **Business Unit** Party Report Contract Reports Report Period Module

FIG. 144

Product Mar Inventory	Marketing Contracts/Agreements Searching/Reporting Contacts
Contract/Agreement Module	Financial Report By BellSouth Business Unit
Add Contract/Agreement	Period Covered By Report: Date Report Run:
Search Contracts/Agreements	
Contract Reports	
Upcoming Termination	Dne
Report	Data Data Data Data Data Data
Royalty/Reporting	
Requirements By Date	
Contracts By BellSouth	
Business Unit	
Financial Report By	
<u>Period</u>	
Financial Report By	
BellSouth Business	
Unit	
Action Report	

INTIBILIBETIOAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Period Covered By Report: Action Report Agreement Type Cancel Action Type Time Period Start Date Sort By: Sort 1: Sort 2: Sort 3: Search OR Search Contracts/Agreements Contracts By BellSouth Upcoming Termination Requirements By Date Financial Report By Financial Report By BellSouth Business Royalty/Reporting Inventory Inventory Confract/Agreement Add Contract/Agreement Product Action Report **Business Unit** Contract Reports Report Period Unit Module

FIG. 146

Product Mar Mar Mar	rketing Contracts/Agreements Searching/Reporting Contacts	
Contruct/Agreement Module	Action Report	
Add Contract/Agreement	Agreement Type	
Search Contracts/Agreements	Action Type	
Contract Reports	Period Covered By Report:	
	Start Date	
Upcoming Termination		
Report		
Royalty/Reporting	Time Period .	
Requirements By Date	Sort By:	
Contracts By BeliSouth		
Business Unit	Sort II. Internal Responsible Party 💌	
Financial Report By	Now Or External Docuscible Dart.	
<u>Period</u>	Son Za External responsible Fally 🗠	
Financial Report By	Sort 3: .	
BellSouth Business		
Unit	Searon Internal Responsible Party External Responsible Party	
Action Report	Due Date Contract Name	
TO 117		

Contract/Agreement Action Report Module Period Covered By Report: Date Report Run: Search Contract Sepected Agreement Action Sepected Expected Internal External Data Data Data Data Data Data Data Da	$rac{ar{\Pi}}{ar{ ext{Inventory}}} rac{ar{ ext{Product}}}{ar{ ext{Inventory}}}$	Marketing Contracts/Agreements Searching/Reporting Contacts
tract/Agreements Expected Agreement The ports Data Data Data Data Data Data Data Dat	Contract/Agreement Module	Action Report
t Reports Expected Agreement Due Date Data	Add Contract/Agreement	
Expected Agreement Action Expected Expected Internal Due Data Data Data Data Data Data Data Dat	<u>Search</u> <u>Contracts/Agreements</u>	
Ing. Data Reporting R. S. Unit R. S. Unit <td< td=""><td>Contract Reports</td><td>Agreement Action Expected Expected Internal Name Type Action Amount Contact</td></td<>	Contract Reports	Agreement Action Expected Expected Internal Name Type Action Amount Contact
Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report EyPeriod	Upcoming	Data Data Data Data
ReportRoyalty/ReportingRequirements ByDateContracts ByBellSouthEusiness UnitFinancial ReportEy Period	<u>Termination</u>	
Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report Ey Period	Report	
Requirements ByDateContracts ByBellSouthBusiness UnitFinancial ReportBy Period	Royalty/Reporting	
Date Contracts By BellSouth Eusiness Unit Financial Report By Period	Requirements By	
Contracts By BellSouth Business Unit Financial Report Ey Period	<u>Date</u>	
BellSouth Business Unit Financial Report Ey Period	Contracts By	
Eusiness Unit Financial Report Ey Period	<u>BellSouth</u>	
Financial Report By Period	Business Unit	
<u>By Period</u>	Financial Report	
	By Period	

INTERLIBECTUAL PROPERTIY MANAGEMENT SYSTEM Add Party <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> End Date Farties | X Period Covered By Report: Party Report Agreement Type 📙 Cancel Time Period . Start Date Search Contract/Agreements Termination Report BellSouth Business Financial Report By Royalty/Reporting Add Contract/Agreement Requirements By Contracts/Agreements Contracts By Upcoming Contract Reports Period Date Unit Module Search

	FUAL PROPERTY MANAGEMENT SYSTEM	SYSTEM
<u>IP</u> <u>Product</u> <u>Mainventory</u> Mainventory	Jarketing Contracts/Agreements Searching/Reporting Contacts	v :
Contract/Agreements Module	Party Report	
Add Contract/Agreement	Period Covered By Report: Date Report Run:	Total Control of the
<u>Search</u> <u>Contracts/Agreements</u>		
Contract Reports	Parties Agreement Business Date Due Contact	
Upcoming	<u>Ottut</u> Data Data Data Data Data	
Termination Report		
Royalty/Reporting		
Requirements By		
<u>Date</u>		
Contracts By		0.00
BellSouth Business		
Unit		
Financial Report By		
Period		

<u>Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts

Searching/Reporting Module

Contract Reports

Upcoming Termination Report

Cross Module Searching

Royalty/Reporting

Requirements By Date

Contracts By BellSouth Entity

Report

Financial Report By Period

Financial Report By BellSouth

Entity

Action Report

Party Report

Standard Project Reports

Top Deals

Customer Report

Remarketing Report

Status Level Report

BellSouth Entity Report

FIG. 151

<u>Product</u> <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Operator and 🔄 Criteria 2 Cross Module Searching Criteria 1 Output Display: Search Where: Item2 Item5 Item4 Item3 Item1 Royalty/Reporting Requirements By Reporting Module BeliSouth Entity Financial Report Financial Report Contract Reports Contracts By By BellSouth Termination Upcoming By Period Report m ReportEntity Date

<u>Product Marketing Contracts/Agreements Searching/Reporting Contacts</u> Operator | Marketing Opportunties Cross Module Searching Frade Secrets **Frade Secrets Frademarks Trademarks** Copyrights Copyrights Contracts Products Cancel Patents Patents Output Display: Search Where: Item2 Item3 Item5 Item4 Item1 Royalty/Reporting Requirements By Reporting Module BellSouth Entity Financial Report Financial Report Contract Reports By BellSouth Contracts By Termination Upcoming By Period Report Report Endity Date

<u>Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory

Reporting Module	Cross Mo	Cross Module Searching	
Contract Reports	Output Display:	isplay:	
Upcoming	Item1	Patents	
Termination	Item2	Trademarks	Patent App# Patent Docket #
Report	Item3	Trade Secrets	Trademark Name
Royalty/Reporting	Item4	Copyrights	Trademark Application # Trademark Docket #
Requirements By	Item5	Products	Trade Secret Name
Date			Copyright Name BellSouth Entity
Contracts By	Where:		Product Name
BellSouth Entity		Criteria 1	BellSouth Business Unit
Report		Coincitud Page	
Financial Report	Operator		
By Period			
Financial Report			
By BellSouth	Search	Cancel	
Entity			

FIG. 154

<u>Product Marketing Contracts/Agreements Searching/Reporting Contacts</u> Inventory Inventory Trade Secret Name
Copyright Name
BellSouth Entity
Product Name
BellSouth Business Unit
Contacts
Opportunity Name
Agreement Name Criteria 1 Bell South Business Unit 📰 Trademark Application # 🗻 Trademark Docket # Trade Secret Name Agreement Name Agreement Type Operator and 🔀 Criteria 2 Cross Module Searching **Frade Secrets Frademarks** Copyrights Products Cancel Patents Output Display: Search Where: Item4 Item2 Item5 Item3 Itemi Royalty/Reporting Requirements By BeliSouth Entity Financial Report Financial Report Reporting Module Contract Reports By BellSouth Contracts By Termination Upcoming By Period \mathtt{Report} Report Entity Date

	JAL PROPERTY MANAGEMENT SYSTEM
<u>Inventory Inventory</u> Mark	Marketing Contracts/Agreements Searching/Reporting Contacts
Reporting Module	Cross Module Searching
Contract Reports	Marketing
	Name Customer
Upcorning Termination	Data Data
Report	
Royalty/Reporting	Contracts
Requirements By Date	
Contracts By BellSouth	3
Entity Report	Data Data
Financial Report By	
Period	
Financial Report By	
BellSouth Entity	
Action Report	
Party Report	
Standard Project	
Keports Top Deals	

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> Narketing Contracts/Agreements Searching/Reporting Contacts View/Edit Contact Search for Contact Add Contact View/Edit Contacts

INTEL	INTELLECTUAL PROPE	RTY MAI	PROPERTY MANAGEMENT SYSTEM	SYSTEM
<u>Product</u> Inventory Inventory	Marke	greements Searcl	ting Contracts/Agreements Searching/Reporting Contacts	<u>ts</u>
	Search for Contacts			
<u>Create Contacts</u>	Company Name			
View/Edit Contacts	BellSouth Sub-entity			
	Type N/A			
	Events			
	<u>Date</u> C	Comments	Attached Files	
	Add Event Remove Event			
	Contacts			

	Country	City Phone		Attached Files			
	Title	$rac{ ext{Address2}}{ ext{Zip}}$	S	Comments	Remove Event		
Contacts	Name	Address1 State	Individual Contact Events	Date	Add Event Remo	Search Cancel	

INTELI	ECTUAL P	INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	TANAGEN	MENT S	WSTIBM
Inventory Inventory	Inct tory Marketing Con	Marketing Contracts/Agreements Searching/Reporting Contacts	earching/Repor	ting Contact	S
	Search for Contacts	acts			
Create Contacts View/Edit Contacts	Company Name <u>Data</u>	BellSouth Sub-entity Data Name Data	y <u>Data</u> <u>Title</u> Data	<u>Phone</u> Data	

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Product</u> Marketing Contracts/Agreements Searching/Reporting Contacts Inventory Inventory Phone 201-596-8000 presentation.doc Attached Files City New York Country USA Meeting with Tom Comments Title Associate View/Edit Individual Contact Z_{ip} 07000 Address2 Individual Contact Events Address1 123 Smith Name Carter Pate 2/20/2000 Date State NJ 田社 Create Contacts View/Edit Contacts

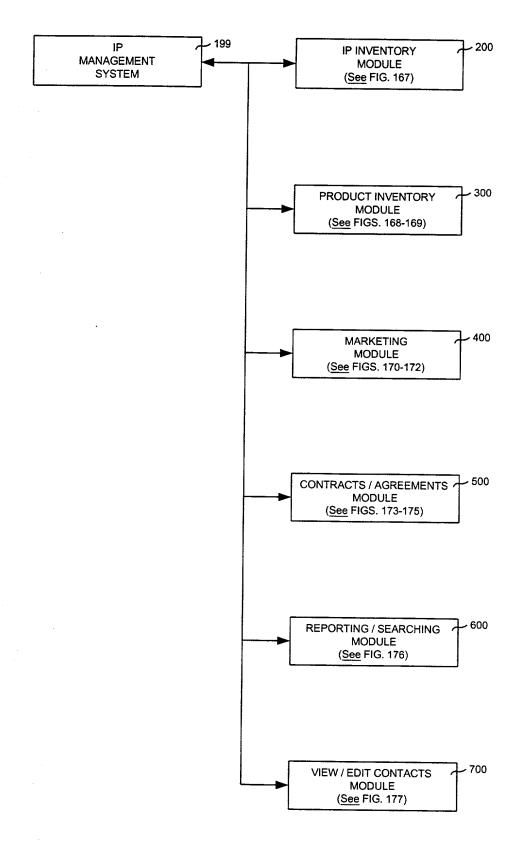
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM Marketing Contracts/Agreements Searching/Reporting Contacts Attached Files Country <u>Phone</u> City Comments Add/Edit Individual Contact Address2 Remove Event Title Zip Individual Contact Events Cancel Date Add Event Address1 Name Submit <u>IP</u> <u>Product</u> Inventory Inventory State Create Contacts View/Edit Contacts

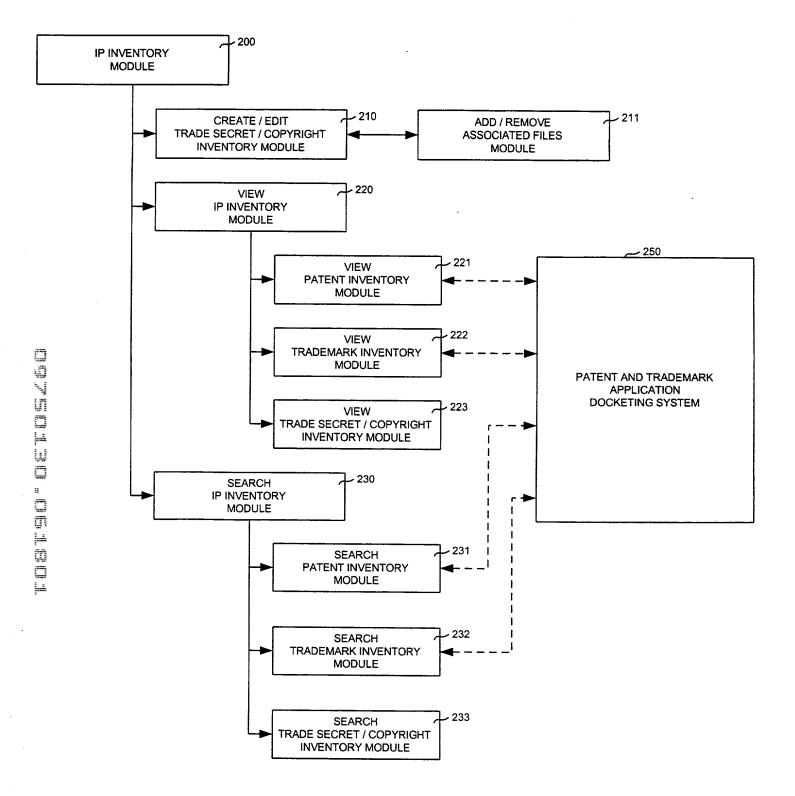
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM <u>Marketing Contracts/Agreements Searching/Reporting Contacts</u> Name Title Address1 Address2 City State Country Zip Phone Comments Attached Files Comments Company Name Company Name BellSouth Sub-entity Entity View Contact Date Type IP Group Contacts Events Eckt Create Contacts View/Edit Contacts

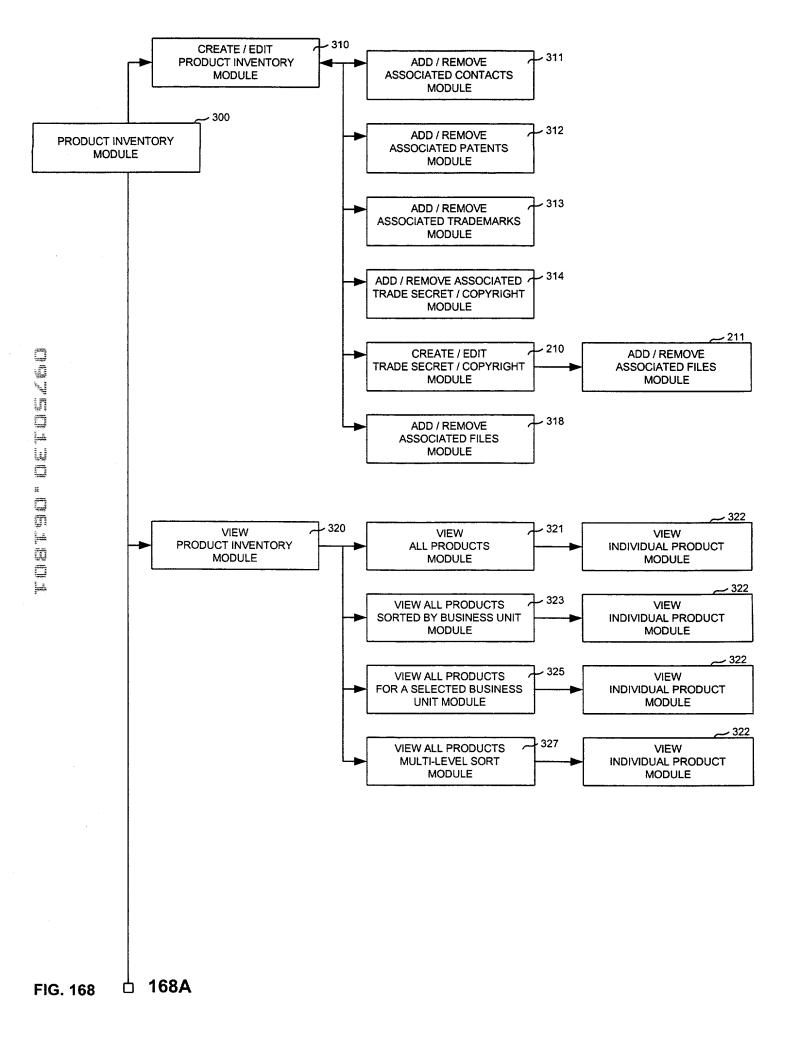
INTERLIBECTUA	ECTUAL PRO	AL PROPERTY MANAGEMENT SYSTEM	AGEMENT	SYSTEM
Inventory Inventory	Marke	ting Contracts/Agreements Searching/Reporting Contacts	ing/Reporting Contac	<u>ts</u>
	Add/Edit Contact			
Create Contacts	Company Name			
View/Edit Contacts	BellSouth Sub-entity			
	Type IP Group 🛣			
	Events			
	<u>Date</u>	Comments	Attached Files	
	Add Event Remo	Remove Event		
	Contacts			

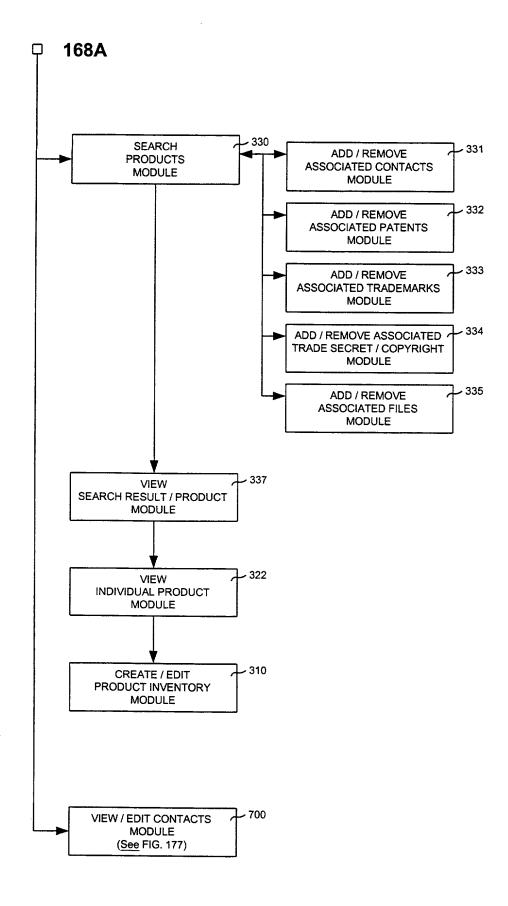
Contacts
Name Title Address1 Address2 City State Country Zip Phone Comments
Add Contact Remove Contact
Submit Cancel

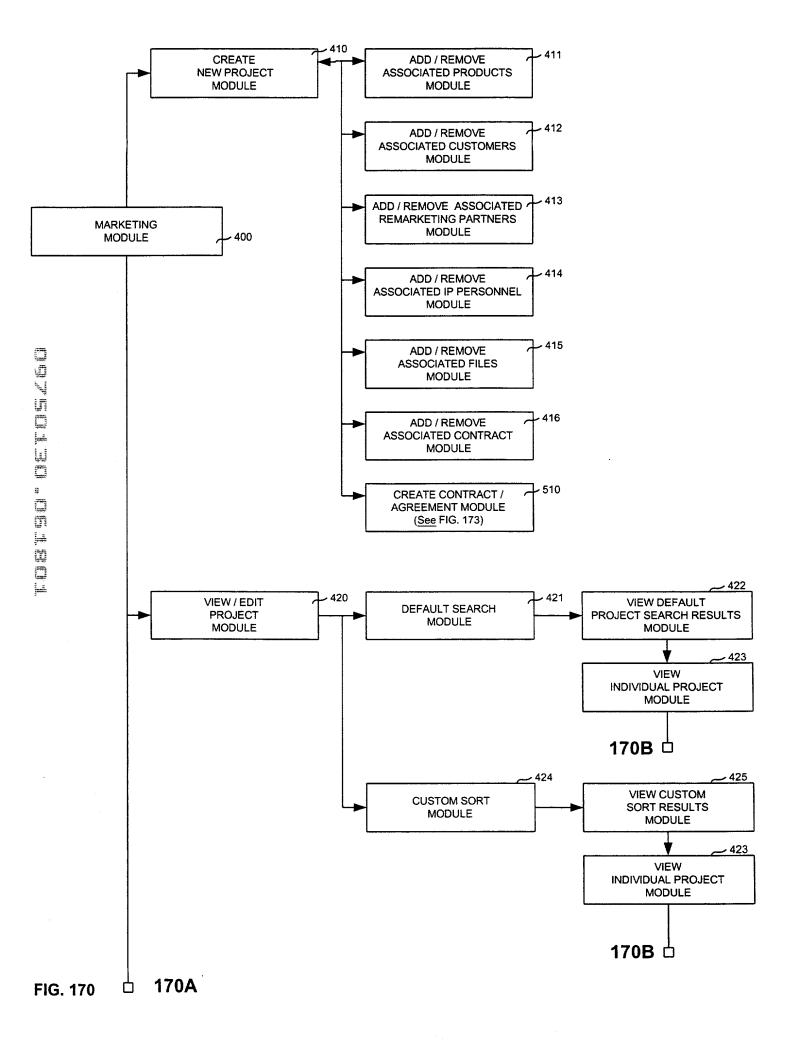
Document #: 1033792 v.6

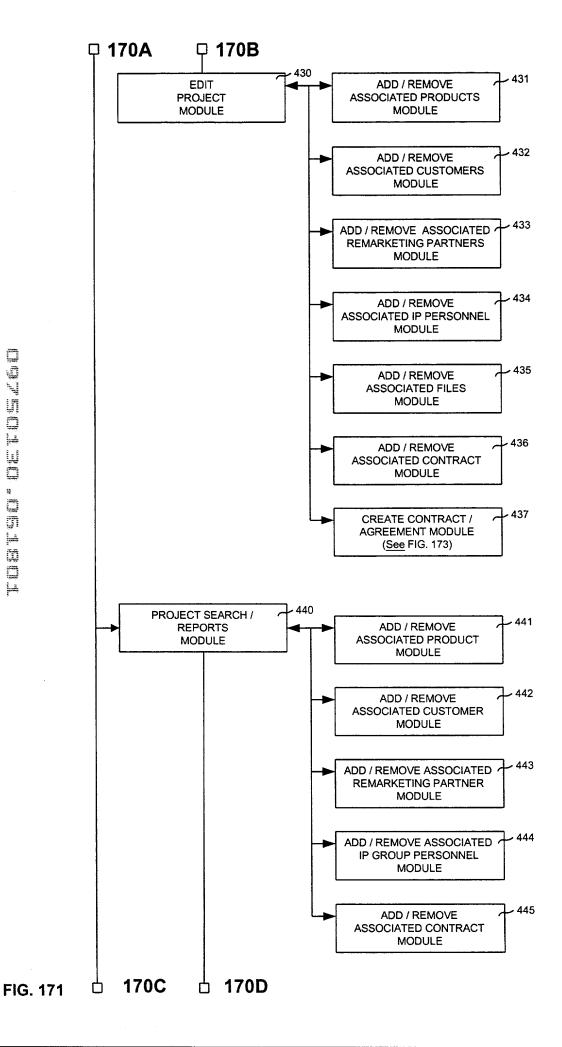












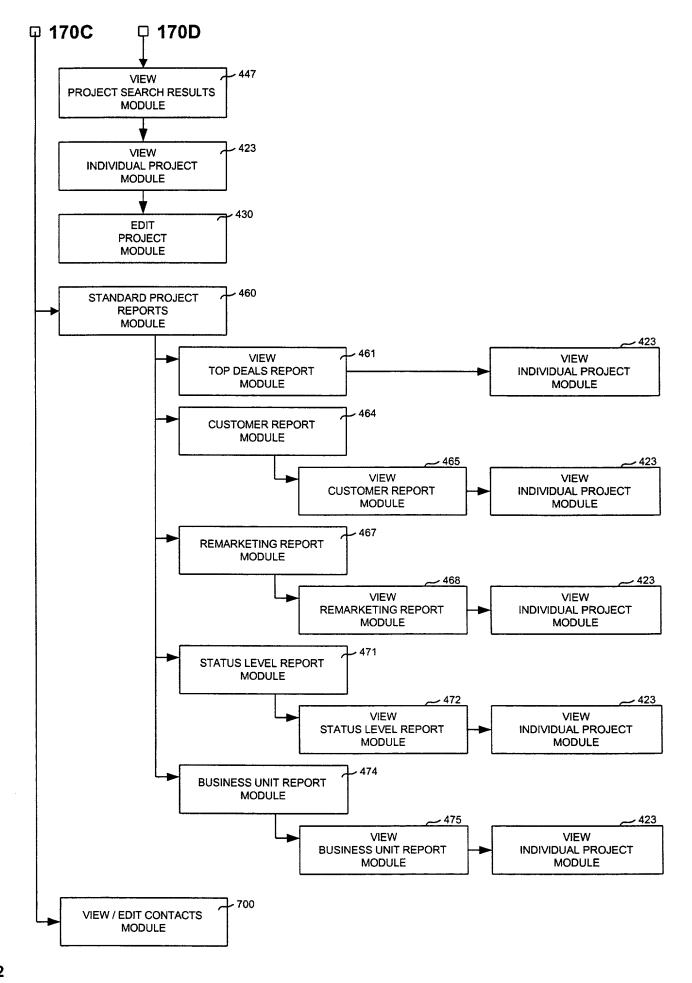
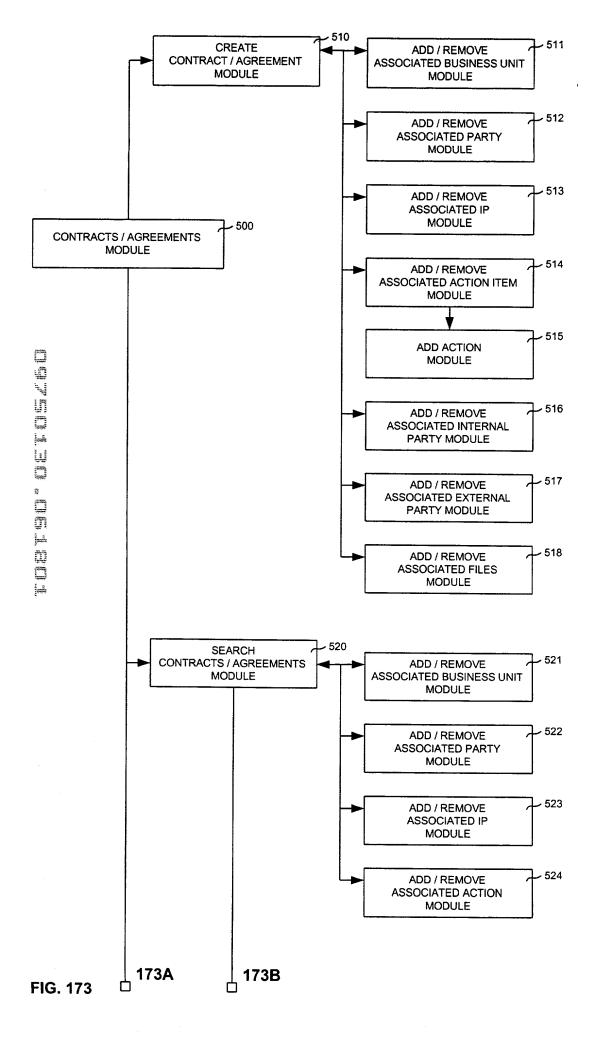
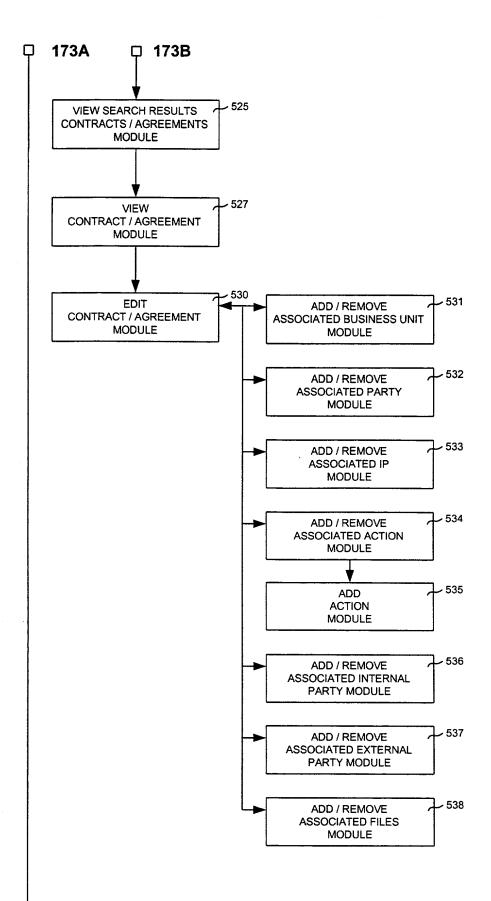


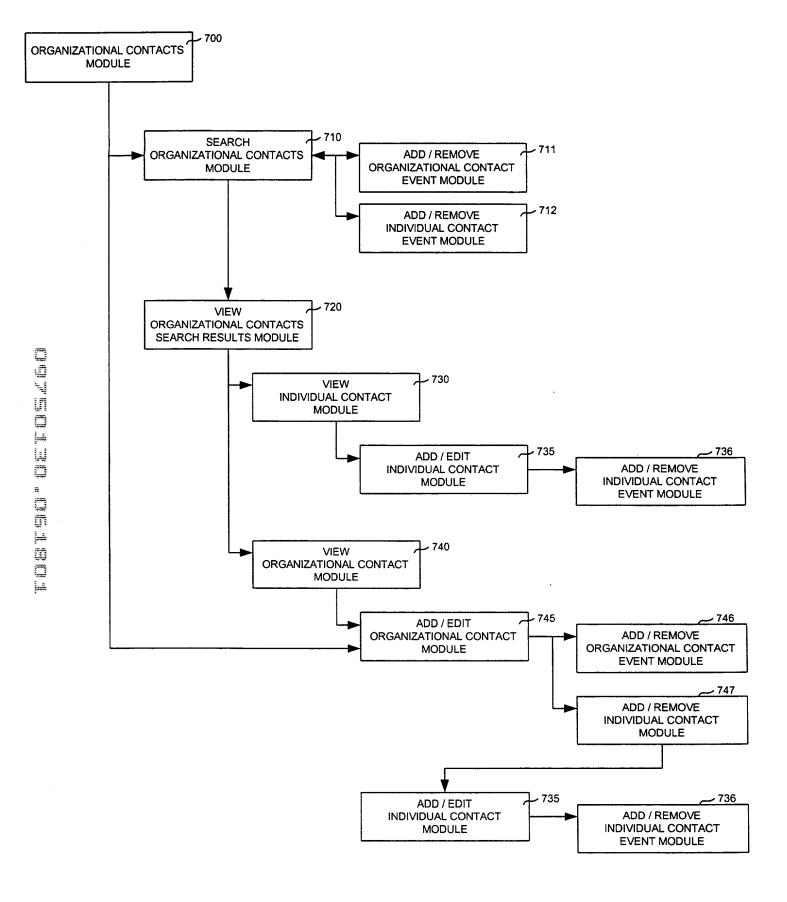
FIG. 172

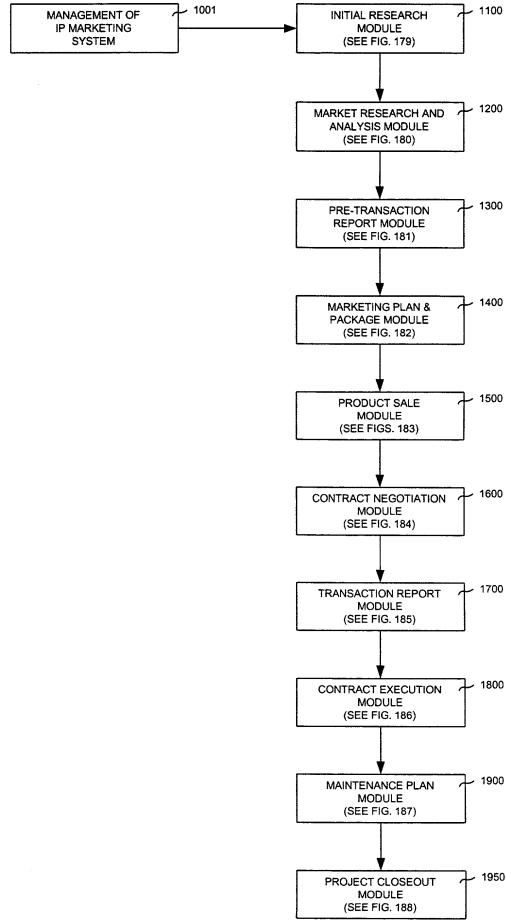


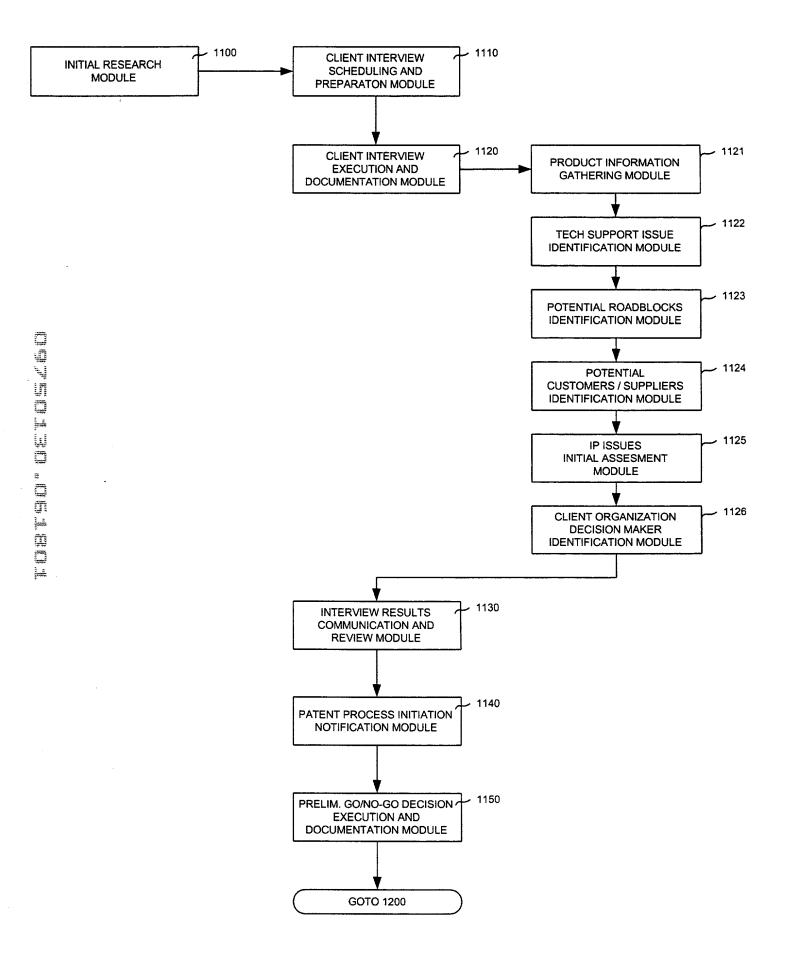


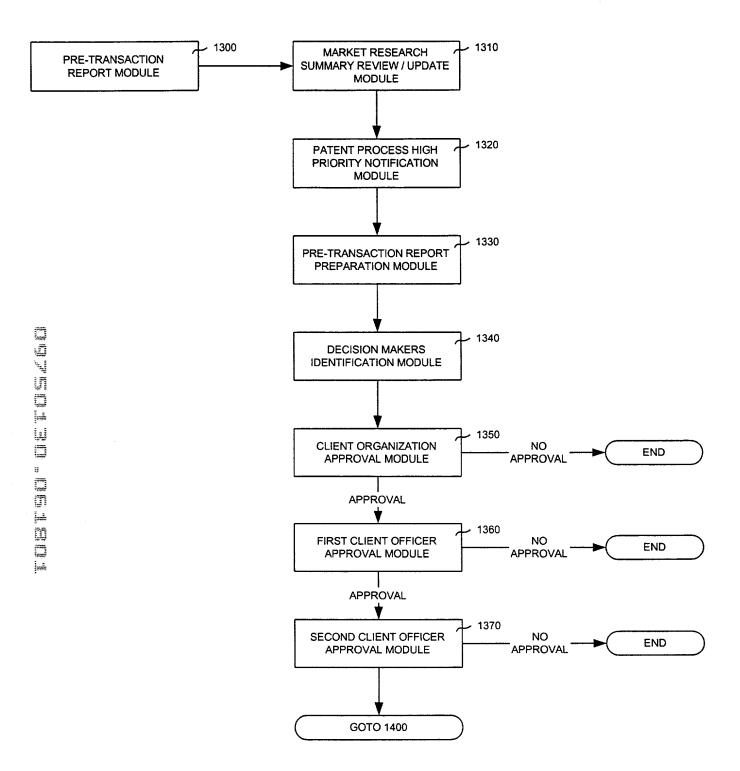
- 540

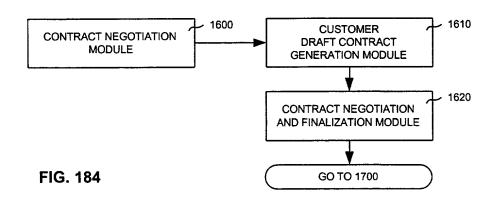
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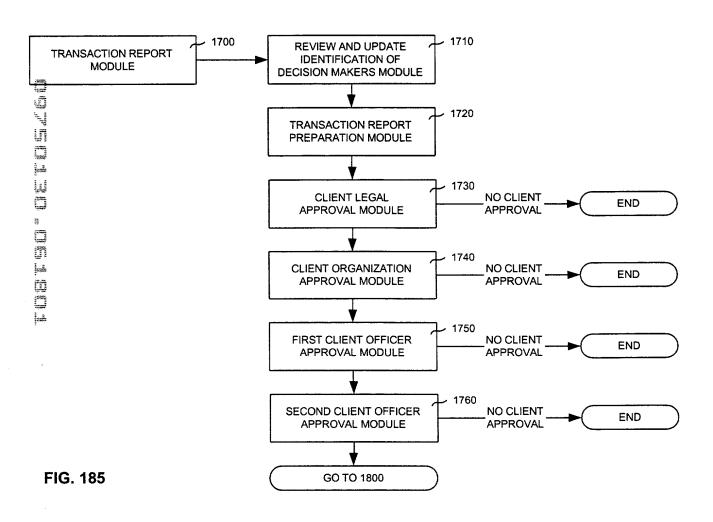


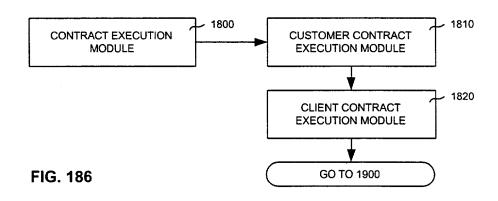


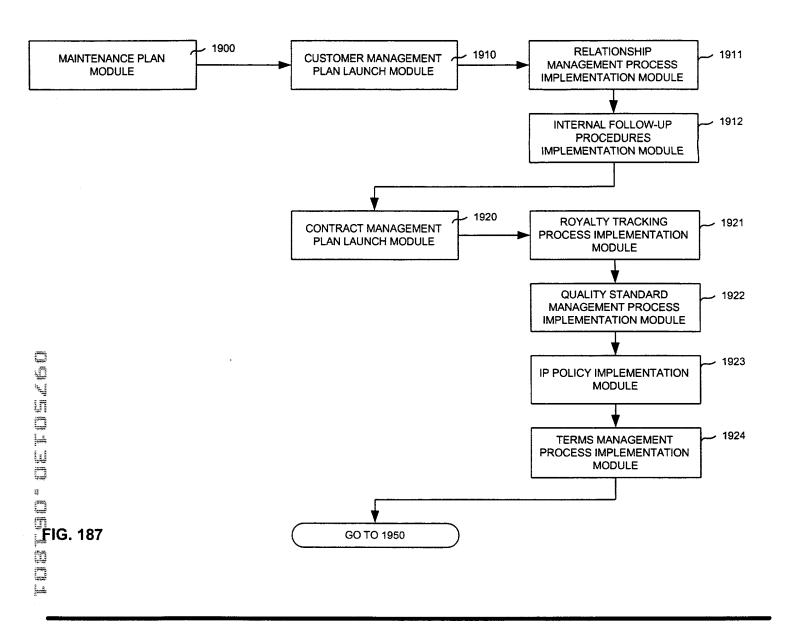


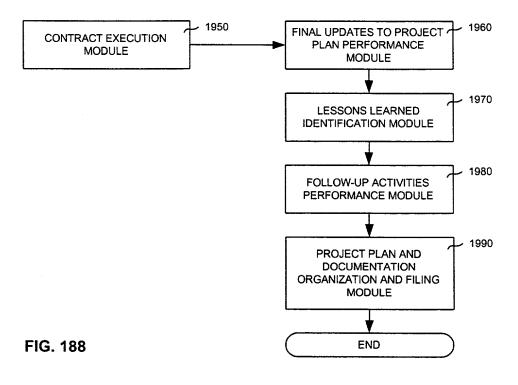












Resources	Product Mgr	No Mktg Analyst	Product Mgr	No Mktg/Sales Rep	No Mktg/Sales Rep	Contract Mgr	No Contract Mgr	No Contract Mgr	Mktg/Sales Rep	Yes Project Lead	
De.	ટ્ટ	Š	2	Š	Š	Š	2	0 2	Š	Yes	
% Comp	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0	
Succ									89		
Pred											
Finish	2/00	Fri 1/21/00	Fri 2/11/00	Fri 2/11/00	Fri 4/21/00	Fri 6/30/00	Fri 7/21/00	Fri 8/4/00	Frl 8/11/00	Frl 8/18/00	
Start	Mon 1/3/00	Mon 1/10/00	Mon 1/24/00	Mon 1/24/00	Mon 2/14/00	Mon 4/24/00	Mon 7/3/00	Mon 7/24/00	Mon 8/7/00	Mon 8/14/00	
Duration	5 days	10 days	15 days	15 days	50 days	50 days	15 days	10 days	5 days	5 days	
Task Name	Conduct Initial research	Conduct market research and analysis	3 Complete and approve pre-transaction report (PTR)	4 Develop marketing plan & package	Sell product	6 Negotlate contract	7 Complete & approve transaction report (TR)	Execute contract	Set up maintenance plan	Close out project	
WBS	1	2	e	4	10	8	7	80	6	9	
0					豳					6	
0	4 -	ಕ	8	စ္တ	2	88	69	92	79	88	

FIG. 189

Project Template, Draft - Mon 3/27/00

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5

Sell product
At this point, duplicate project plan for each target customer for the specified product.
Close out project
Close out project
Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.

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			mile.	Project 1	The Project Template Project Plan is an arrange in the second sec							ŀ
의	0	WBS		Duration	Start	Finish	Pred	Succ	% Comp	Del	Del _{IV} Resources	
-			Conduct Initial research	5 days		Fri 1/7/00			%0	ž	No Product Mgr	
7		=	Schedule & prepare for client Interview	1 day	Mon 1/3/00	Mon 1/3/00		8	%0	운	Product Mgr	Ţ
က		1.2	Conduct & document client interview	1 day	Tue 1/4/00	Tue 1/4/00	2	10,11	%0	ટ્ટ	Product Mgr	T
4	圎	1.2.1	Gather product information	1 day	Tue 1/4/00	Tue 1/4/00			%0	ટ	Product Mgr	T
10	圇	1.2.2	· ID tech support issues	1 day	Tue 1/4/00	Tue 1/4/00			%0	ટ્ટ	Product Mgr	T
စ		1.2.3	ID potential roadblocks	1 day	Tue 1/4/00	Tue 1/4/00			%0	8	Product Mgr	
^		1.2.4	ID potential customers/suppliers	1 day	Tue 1/4/00	Tue 1/4/00			%0	S S	Product Mgr	T
∞	圎	1.2.5	Perform initial assessment of IP issues	1 day	Tue 1/4/00	Tue 1/4/00			%0	2	Product Mgr	
œ	凾	1.2.6	ID client organization decision makers	.1 day	Tue 1/4/00	Tue 1/4/00			%0	2	Product Mgr	ī
5		1.3	Communicate and review interview results	2 days	Wed 1/5/00	Thu 1/6/00	3	12	%0	ટ્ટ	Product Mgr	Ť
Ŧ	凾	4:	Notify //PMAN to begin patent process	1 day	Wed 1/5/00	Wed 1/5/00	6		%0	Yes	Product Mgr	T-
12	圝	1.5	Make & document prelim go/no-go decision	1 day	Fri 1/7/00	Fri 1/7/00	10	25,14,21	%0	Yes	Product Mgr	T
ಕ		7	Conduct market research and analysis	10 days	Mon 1/10/00	Frl 1/21/00			%0	8 S	Mktg Analyst	!
4		2.1	Assess competitive environment	4 days	Mon 1/10/00	Thu 1/13/00	12	24	%0	Ş	Mktg Analyst	
55		.2.1.1	ID similar products ·	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	Mktg Analyst	T
92		2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	Mktg Analyst	T
7		2.1.3	ID potential suppliers	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	Mktg Analyst	
8		2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	%0	ટ્ટ	Mktg Analyst	
92		2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	No Mktg Analyst	Т
8	-	2.1.8	Determine market value/price	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	Mktg Analyst	1
21	3	2.2	Assess Internal marketing issues	4 days	Mon 1/10/00	Thu 1/13/00 1	12	24	%0	2	Product Mgr	
ន	圇	2.2.1	ID & assess IP Issues	4 days	Mon 1/10/00	Thu 1/13/00			%0	2	Product Mgr	T
ន		2.2.2	ID & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			%0	8	Product Mgr	
Proj	ect Templat	te, Draft - I	Project Template, Draft - Mon 3/27/00 FIG. 191							-	Page 1 of 6	9

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	Bootings		Product Mgr	Mktg Analyst	Product Mgr	Product Mgr	Product Mgr	Product Mgr	Product Mgr	Mktg Analyst	Product Mgr	Product Mgr	Product Mgr	Product Mgr	Product Mgr	Product Mgr	Mktg/Sales Rep	Mktg/Sales Rep	Mktg/Sales Rep	Mktg/Sales Rep	Mktg Analyst	Mktg/Sales Rep	Mktg/Sales Rep	Mktg/Sales Rep	Page 2 of 6
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	8.100	26	26	27	28	29,30	41,34,35,32,33,4					36		37	38	52		47							
al tongs.	gg		12	24,25	26	27	28	28		29	29	29	29	34	36	37		29	18,29						
lan m am am ar an	III Lud wall stem that	Fri 1/14/00	Mon 1/10/00	Tue 1/18/00	Wed 1/19/00	Thu 1/20/00	Fri 1/21/00	Fri 1/21/00	Fri 2/11/00	Mon 1/24/00	Mon 1/24/00	Fri 1/28/00	Mon 1/24/00	Thu 2/3/00	Tue 2/8/00	Fri 2/11/00	Frl 2/11/00	Fri 1/28/00	Fri 1/28/00	Frt 1/28/00	Fr 1/28/00	Fri 1/28/00	Fri 1/28/00	Fri 1/28/00	
Project Template Project Plan	And Ann	Fri 1/14/00	Mon 1/10/00	Mon 1/17/00	Wed 1/19/00	Thu 1/20/00	Fri 1/21/00	Fri 1/21/00	Mon 1/24/00	Mon 1/24/00	Mon 1/24/00	Mon 1/24/00	Mon 1/24/00	Mon 1/31/00	Frt 2/4/00	Wed 2/9/00	Mon 1/24/00	Mon 1/24/00	Mon 1/24/00	Mon 1/24/00	Mon 1/24/00	Mon 1/24/00	Mon 1/24/00	Mon 1/24/00	
Ę	Į (1 day	1 day	2 days	1 day	1 day	1 day	1 day	15 days	1 day	1 day	5 days	1 day	4 days	3 days	3 days	15 days	5 days	5 days	5 days	5 days	5 days	5 days	5 days	
n-lle	Touch	1	2.4 ID decision makers	2.5 Communicate and review research results	2.6 Conduct team evaluation on results	2.7 Make & document product go/no go decision	2.8 Prioritize project opportunity or notify client of no	2.9 Review & update project plan	3 Complete and approve pre-transaction report (PTR)	3.1 Review/update market research summary	3.2 Notify IPMANof potential sale/move patent process into high priority	3.3 Prepare PTR	3.4 ID decision makers	3.5 Gain client organization approval	3.6 Gain VP Corporate Development approval	3.7 Gain VP CiO approval	4 Develop marketing plan & package	4.1 Gather marketing plan details	1.1 ID & prioritize target customer(s)/sales partners		.3 Determine final valuation & price structure	.4 Develop channel strategy	.5 Develop IP strategy	.6 ID & develop available tech support	Project Template, Draft - Mon 3/27/00 FIG. 192
	Wie	72	2	2.		<u> </u>	2	2		ю́	က်	м, М,	<i>છ</i>	8	<u>8</u>	e :		4	4.1.1	4.1.2	4.1.3	4.1.4	4.1.5	4.1.8	ite, Draft
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	٥	2 %	23	88	27	88	58	စ္က	မ်	32	ဗ္ဗ	ਲ	38	စ္တ	37		္က	\$	4	42	£3	4	5	94	Proje

	ect Plan.	ed Succ % Comp Del	Fri 2/4/00 40 50,49 0%	Fri 2/11/00 0%	Fri 2/11/00 47 0%	Fri 2/11/00 47 0%	Fri 4/21/00 0%	Wed 2/16/00 38 53 0%	Wed 2/23/00 52 54 0%	Wed 3/8/00 53 55 0%	Thu 3/9/00 54 56 0%	Fri 3/10/00 55 57 0%	Fri 3/17/00 56 58 0%	/00 Frl 3/31/00 57 59,60,62 0% Yes Mktg/Sales Rep	/00 Mon 4/3/00 58 Mktg/Sales Rep	/00 Mon 4/3/00 58 Aktg/Sales Rep	Fri 4/21/00 0%	/00 Fri 4/14/00 58 63 0% Yes Mktg/Sales Rep	Mon 4/17/00 62 64 0%	700 Thu 4/20/00 63 65 0% Yes Mktg/Sales Rep	Fri 4/21/00 64 67 0%	Fri 6/30/00 0%	00 Frl 4/28/00 65 68 0% Yes Contract Mgr	00 Fri 6/30/00 67 70,71 0% Yes Contract Mgr	
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9 % Comp 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%		Pred	40		47	47		38	52	53	75	55	56	22	28	28		88	32	E C	X		55	11	
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Fri 2/4/00 Pred Succ % Comp Fri 2/4/100 40 50,49 0% Fri 2/11/00 47 0% 0% Fri 2/11/00 47 0% 0% Fri 2/11/00 47 0% 0% Fri 4/21/00 52 54 0% Wed 2/23/00 53 55 0% Fri 3/17/00 56 58 0% Fri 3/17/00 56 58 0% Mon 4/3/00 58 63 0% Fri 4/21/00 62 64 0% Fri 4/21/00 63 65 0% Fri 6/30/00 63 65 0% Fri 6/30/00 63 68 0% Fri 6/30/00 65 68 0	-	Duration	5 days	5 days	5 days	5 days	50 days	3 days	5 days	10 days	1 day	1 day	5 days	10 days	1 day	1 day	15 days	10 days	1 day	3 days	1 day	50 days	5 days	45 days	15 days
Frogent amplias Project Faith Pred Succ % Comp Duration 5 days Mon 1/31/00 Fri 2/41/00 40 50,49 0% 5 days Mon 2/7/00 Fri 2/41/00 47 0% 0% 5 days Mon 2/7/00 Fri 2/11/00 47 0% 0% 5 days Mon 2/7/00 Fri 2/11/00 47 0% 0% 5 days Mon 2/14/00 Fri 4/12/100 47 0% 0% 5 days Mon 2/14/00 Fri 4/12/100 47 0% 0% 10 days Mon 2/14/00 Fri 4/12/100 55 5 0% 10 days Mon 2/14/00 Wed 2/16/00 56 58 0% 10 days Mon 4/3/00 Fri 4/12/10 58 55 0% 10 days Mon 4/3/00 Fri 4/12/10 65 68 0% 10 days Mon 4/3/00 Fri 4/12/10 64 67 0% 1 day Fri 4/12/00 Fri 4/12/10 68		Task Name	_	Create marketing materials	Create/customize sales presentation	Create/customize other marketing materials	Sell product			Coordinate & plan sales meeting	Conduct sales meeting	ID follow-up sales activities	Perform follow-up sales activities	Finalize sales decision	Document go/no go sale decision	Review & update project plan	Perform pre-negotlation activities	Coordinate & plan meeting to discuss deal		Prepare term sheet	Communicate term sheet to Contracts	Negotiate contract	Generate draft contract for customer	Negotiate and finalize contract	Complete & approve transaction report (TR)
Total Name		WBS	4.2	4.3	4.3.1	4.3.2	80	5.1	5.2	5.3	5.4	5.5	5.6	5.7	5.8	5.9	5.10	5.10.1	5.10.2	5.10.3	5.10.4	9	6.1	6.2	7
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1 () () () () () () () () () (2		7.7		1 day	Mon 7/3/00				%0	Yes	Mktg/Sales Rep	
2 7.4 Obtain 1PP/PA/EX/legel approval 1 days Non 7/1000 Non 7/1000 7 d Obtain Organization approval 3 days The 7/1100 Thu 7/1300 7 d Organization approval 3 days The 7/1100 Thu 7/1300 7 d Organization approval 3 days The 7/1100 Thu 7/1300 7 d Organization approval 3 days The 7/1100 Thu 7/1300 7 d Organization approval 3 days Thu 7/1100 Thu 7/1100 7 d Organization approval 3 days Thu 7/1100 Thu 7/1100 7 d Organization approval 3 days Thu 7/1100 Thu 7/1100 7 d Organization organization approval 3 days Weed 7/100 Thu 7/1100 7 d Organization organization approval 3 days Weed 7/100 Thu 7/1100 7 d Organization organization approval 3 days Weed 7/100 Thu 7/1100 7 d Organization organization approval 3 days Mon 8/100 Fri 8/1100 7 d Organization organization approval 2 days Mon 8/100 Fri 8/1100 7 d Organization organization approval 2 days Mon 8/	7		7.2		5 days	Mon 7/3/00		_	72	%0	Yes	Mktg/Sales Rep	
3 7.4 Obtain client organization approval 3 days Total 71/100 True 71/300 72 74 Obtain VP Corporate Develorment approval 3 days Fin 71/400 Total 71/200 73 75 0% Yes 6 8 Execute contract Chain VP Circ approval 3 days Whod 77/24/00 Fill 84/400 77 0% Yes 8 8 Execute contract Chain VIII American an a	72		7.3		1 day	Mon 7/10/00	Mon 7/10/00 7		73	%0	Yes	Contract Mgr	
4 7.5 Obtain VP Corporate Development approval 3 days Ft 774/400 Th 7714/100 Th 7724/100	73		7.4		3 days	Tue 7/11/00			74	%0	Yes	Contract Mgr	
5 7.0 Obtain VP CIO approval 3 days Wed 7719/00 74 777 0% Yes 8 8.1 Obtain vP CIO approval 10 days Mon 7724/00 Fri 84/10 78 76 Yes 8 8.2 Obtain vFared/K contract signature 2 days Mon 7724/00 Fri 84/10 77 80.63 0% Yes 9 8.1 Launch customer management plan 5 days Mon 87/00 Fri 84/10 77 80.63 0% Yes 9 8.1.1 Implement relationship management plan 5 days Mon 87/00 Fri 84/10 78 No Yes 9 8.1.1 Implement infamal follow-up procedures 5 days Mon 87/00 Fri 84/10 78 No Yes 9 9.2.1 Implement infamal follow-up procedures 5 days Mon 87/00 Fri 84/10 78 No Yes 9 9.2.1 Implement inplement inplement appeared processs 5 days Mon 87/00 Fri 84/10 78 No	74		7.5		3 days	Fri 7/14/00		_	75	%0	Yes	Contract Mgr	
B.1 Cobain customer contract algrature 10 days Mon 7724/100 Frl 844/00 75 78 78 78 78 78 78 78	75		7.8		3 days	Wed 7/19/00			77	%0	Yes	Contract Mgr	
8.1 Oblain Customer contract signature 8 days Mon 7724/00 Wed 8/2000 75 76s 7	22		80		10 days	Mon 7/24/00	Frl 8/4/00			%0	2	Contract Mgr	
8 Set up maintenance plan 2 days Thu 8/300 Fri 8/4/00 77 80,633 0% Yes 9 Set up maintenance plan 5 days Mon 8/7/00 Fri 8/11/00 699 0% No 9 3.1 Launch customer management plan 5 days Mon 8/7/00 Fri 8/11/00 0% No 8 9.1.2 Implement relationship management plan 5 days Mon 8/7/00 Fri 8/11/00 0% No 9 9.2.1 Implement repailty radking process 5 days Mon 8/7/00 Fri 8/11/00 0% No 9 9.2.2 Implement repailty radking process 5 days Mon 8/7/00 Fri 8/11/00 0% No 9 9.2.3 Implement typic pliding 5 days Mon 8/7/00 Fri 8/11/00 0% No 9 1.2 Implement terms management 5 days Mon 8/7/00 Fri 8/11/00 0% No 9 2.3 Implement terms management typic cases 5 days Mon 8/7/00 Fri 8/11/00 0% No 9 1.1 Perform final updates to project plan 2 days	12		8.1	Obtain customer contract signature	8 days	Mon 7/24/00			78	%0	Yes	Contract Mgr	
9 Set up maintenance plan 5 days Mon 87700 Frl 811100 78 No 1 8-1.1 Implement becament plan 5 days Mon 87700 Frl 811100 78 No 2 8-1.2 Implement themal follow-up procedures 5 days Mon 87700 Frl 811100 78 No 3 9.2.1 Implement troyalty tracking process 5 days Mon 87700 Frl 811100 78 No 4 9.2.2 Implement troyalty tracking process 5 days Mon 87700 Frl 811100 0% No 5 9.2.4 Implement troyalty tracking process 5 days Mon 87700 Frl 81100 0% No 6 9.2.4 Implement troyalty tracking process 5 days Mon 87700 Frl 81100 0% No 6 9.2.4 Implement terms management process 5 days Mon 87100 Frl 81100 0% No 6 10.1 Perform final updates to project plan 5 days Mon 871400 0 0 0% No	82		8.2	Obtain / PMARK contract signature	2 days	Thu 8/3/00			80,83	%0		Contract Mgr	
8-1.1 Launch customer management plan 5 days Mon 8/7/00 Fri 8/11/00 78 No 8-1.1 Implement relationship management proceedures 5 days Mon 8/7/00 Fri 8/11/00 78 No 9-2.1 Implement inlamal follow-up proceedures 5 days Mon 8/7/00 Fri 8/11/00 78 No 9-2.1 Implement troyally tracking process 5 days Mon 8/7/00 Fri 8/11/00 78 No 9-2.1 Implement quality standard management 5 days Mon 8/7/00 Fri 8/11/00 78 No 9-2.2 Implement policing 5 days Mon 8/7/00 Fri 8/11/00 78 No 9-2.2 Implement policing 5 days Mon 8/7/00 Fri 8/11/00 78 No 9-2.2 Implement policing 5 days Mon 8/7/00 Fri 8/11/00 78 No 9-2.4 Implement policing 5 days Mon 8/7/00 Fri 8/11/00 78 No 9.2.4 Implement bolicit plan 5 days Mon 8/7/00 Fri 8/11/00	20		O	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	%0		Mktg/Sales Rep	
9.1.2 Implement relationship management processs 5 days Mon 87700 Frl 8/11/00 Frl 8/11/00 0% No 9.2.2 Leunch confract management plan 5 days Mon 87700 Frl 8/11/00 78 No	8		9.1	Launch customer management plan	5 days	Mon 8/7/00				%0		Mktg/Sales Rep	
8-1.2 Implement internal follow-up procedures 5 days Mon 877/00 Fri 8/11/00 78 No 9-2.1 Launch contract management plan 5 days Mon 877/00 Fri 8/11/00 0% No 9-2.2 Implement quality standard management process 5 days Mon 877/00 Fri 8/11/00 0% No 9-2.4 Implement terms management process 5 days Mon 877/00 Fri 8/11/00 0% No 9-2.4 Implement terms management process 5 days Mon 877/00 Fri 8/11/00 0% No 9-2.4 Implement terms management process 5 days Mon 877/00 Fri 8/11/00 0% No 9-2.4 Implement terms management process 5 days Mon 877/00 Fri 8/18/00 0% No 9-2.4 Implement terms management process 5 days Mon 877/00 Fri 8/18/00 0% No 9-2.4 Indentity lessons learned & perform follow-up 2 days Thu 8/17/00 No 91 0% No 9-2.4 Indentity lessons learned & p	듄		9.1.1	Implement relationship management process	5 days	Mon 8/7/00	Fri 8/11/00			%0		Mktg/Sales Rep	
9.2.1 Launch contract management plan 5 days Mon 87/00 Fri 8/11/00 78 No 9.2.1 Implement oyalty tracking process 5 days Mon 87/00 Fri 8/11/00 0% No 9.2.2 Implement quality standard management 5 days Mon 87/00 Fri 8/11/00 0% No 9.2.3 Implement an inplement brockss 5 days Mon 87/00 Fri 8/11/00 0% No 9.2.4 Implement error 5 days Mon 87/00 Fri 8/11/00 0% No 9.1.3 Implement brodet 5 days Mon 87/40 Fri 8/11/00 0% No 9.2.4 Implement brodet 5 days Mon 87/40 Fri 8/11/00 0% No 9.1.1 Perform final updates to project plan 1 day Mon 87/40 Mon 87/40 9 9 0% No 9.2.4 10.2 Identity lessons learned & perform follow-up 2 days Thu 8/15/00 9 91 0% No 9.2.4 10.3 Organize & file project plan &	82		9.1.2	Implement Internal follow-up procedures	5 days	Mon 8/7/00	Fri 8/11/00			%0		Mktg/Sales Rep	
(2) 9.2.1 Implement royalty tracking process 5 days Mon 87/00 Fri 8/11/00 Fri 8/11/00 0% No 9.2.2 Implement quality standard management process 5 days Mon 87/00 Fri 8/11/00 0% No 9.2.4 Implement terms management process 5 days Mon 87/00 Fri 8/11/00 0% No (2) 10 Close out project Implement terms management process 5 days Mon 8/14/00 Fri 8/11/00 0% Yes (3) 10.1 Perform final updates to project plan 1 day Mon 8/14/00 Mon 8/14/00 78 99 99 Yes (3) 10.1 Perform final updates to project plan 1 day Mon 8/14/00 Wed 8/16/00 89 91 0% Yes (3) 10.2 Identify lessons learned & perform follow-up 2 days Thu 8/17/00 Fri 8/18/00 90 0% Yes (4) 10.3 Organize & file project plan & documentation 2 days Thu 8/17/00 Fri 8/18/00 90 0% Yes </th <th>ಜ</th> <th></th> <th>9.2</th> <th>Launch contract management plan</th> <th>5 days</th> <th>Mon 8/7/00</th> <th></th> <th></th> <th></th> <th>%0</th> <th></th> <th>Sontract Mgr</th> <th></th>	ಜ		9.2	Launch contract management plan	5 days	Mon 8/7/00				%0		Sontract Mgr	
9.2.2 Implement quality standard management process 5 days Mon 87700 Frl 8/11/00 Frl 8/11/00 0% No 9.2.4 Implement IP policing 5 days Mon 87700 Frl 8/11/00 0% No © 10 Glose out project 5 days Mon 8/14/00 Frl 8/11/00 0% Yes © 10.1 Perform final updates to project plan 1 day Mon 8/14/00 Mon 8/14/00 79 90 Yes © 10.1 Perform final updates to project plan 1 day Mon 8/14/00 Wed 8/16/00 89 91 0% Yes © 10.2 Identity lessons learned & perform follow-up 2 days Thu 8/17/00 Frl 8/18/00 89 91 0% Yes © 10.3 Organize & file project plan & documentation 2 days Thu 8/17/00 Frl 8/18/00 90 91 98 Yes	इ	•	9.2.1	Implement royalty tracking process	5 days	Mon 8/7/00	Fri 8/11/00			%0		Sontract Mgr	
9.2.3 Implement IP policing 5 days Mon 8/7/00 Fri 8/11/00 Fri 8/11/00 0% No \$9.2.4 Implement terms management process 5 days Mon 8/7/00 Fri 8/11/00 0% No \$1.0 10 Close out project Fri 8/11/00 Fri 8/11/00 Fri 8/11/00 0% Yes \$1.0.1 Perform final updates to project plan 1 day Mon 8/14/00 Mon 8/14/00 Yes go 0% Yes \$2.0 10.2 Identify lessons learned & perform follow-up 2 days Thu 8/17/00 Yed 8/16/00 90 0% Yes \$3.0 10.3 Organize & file project plan & documentation 2 days Thu 8/17/00 Fri 8/18/00 90 0% Yes	88	凾	9.2.2	Implement quality standard management process	5 days	Mon 8/7/00	Fri 8/11/00			%0		Contract Mgr	<u> </u>
9.2.4 Implement terms management process 5 days Mon 8/7/00 Frt 8/11/00	88		9.2.3	Implement IP policing	5 days	Mon 8/7/00	Fri 8/11/00			%0	_1 .	Contract Mgr	_
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10.2 Identify lessons learned & perform follow-up 2 days Tue 8/15/00 Wed 8/16/00 89 91 0% Yes Yes activities 10.3 Organize & file project plan & documentation 2 days Thu 8/17/00 Fri 8/18/00 90 0% Yes	_	颐	10.1	Perform final updates to project plan	1 day	Mon 8/14/00			06	%0		roject Lead	
10.3 Organize & file project plan & documentation 2 days Thu 8/17/00 Fri 8/18/00 90 0% Yes		圎	10.2	Identify lessons learned & perform follow-up activities	2 days	Tue 8/15/00			91	†- -		roject Lead	
		1	10.3	Organize & file project plan & documentation	2 days	Thu 8/17/00				-		roject Lead	
	1												

FIG. 194

Page 4 of 6

Project Template, Draft - Mon 3/27/00

- Conduct & document client interview
- If create interview form, can eliminate tasks 1.2.1 thru 1.2.6
 - Gather product Information 4
- Must Include product benefits, similar products, etc.
- ID tech support issues 10
- Type of support required? Tech transfer? Support partner? No support?
 - Perform initial assessment of IP Issues 00
 - Title and rights:
- 1. Ownership?
 - 2. Protection?
- 3. Possible Infringement?
- ID client organization decision makers 0
- Consider decision makers and needed officer buy-in. Notify / PMAAA begin patent process Ę
- Potential checklist/form for interview process. If form, change task to "Provide interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.
 - 2
 - Make & document prelim go/no-go decision Potential form to doc reasons for go/no go.
- #
- Assess competitive environment
 Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive ID & assess IP issues 22
- Expanded investigation of any ownership, protection, potential infringement issues.
 - Prepare market research summary 7
- Potential Score Card form. If so, Indicate in task field.
- ID decision makers 23
- Verify that all key decision makers are identified
- Make & document product go/no go decision 28
 - Potential form to doc reasons for go/no go.
- Prioritize project opportunity or notify client of no go decision Create schrecard to prioritize.

 Create form letter that thanks client and notifies of status of product. 23
- Review/update market research summary ä
- Potential form, Part 2 of Score Card, more market plan specific Info.
 - Prepare PTR 2
- No formal client interview but Product Manager will communicate with client regularly while preparing the PTR ID decision makers 2
- May require multiple client approvals, if so, add task for additional approval(s) i.e. business unit and IT approval. If patent ilcense, add task for *bωλθ*CRapproval.
 - ID & document customer-specific benefits
 - #
- if form or checklist, can eliminate this task. May be considered part of marketing plan.
 - Determine final valuation & price structure ₩.
 - if form or checklist, can eliminate this task.

Project Template, Draft - Mon 3/27/00

FIG. 195

Page 5 of 6

Project Template Project Plan

2

S 55 56 28

8 88 7 82 88 88

Client Interview questionnaire (task	1.2
(Completion Date:	

1. Gather product information

2. ID tech support issues

3. ID potential roadblocks

4. ID potential customers/suppliers

5. Perform initial assessment of IP issues

6. ID client organization decision makers

Assess competitive environment check	isi (lask 2.1
(Duration: 4 days – Complete by:)
(=	
ID similar products	
•	
ID existing suppliers	
m existing suppliers	
XTS	
ID potential suppliers	
ID potential customer base	
Update & expand product benefits	
openio o infrare productional	
Datamina markat valvalmina	•
Determine market value/price	

FIG. 198

Assess Comp Envir.doc

Assess internal marketing issues checklist (task 2.2) (Addresses internal IP and Tech Support issues)

1. ID & assess IP issues

2. ID & assess tech support issues

INTELLECTUAL PROPERTY OUTMARKE TING PRE-TRANSACTION REPORT

Product/Project Name:		-	·
Entity Requesting:	1		
Contacts (Entity Name, Phone Numbers, Email):			
Outmarketing Party(s) (Company, Address, State of Incorporation, Contacts, Phone Phone Numbers):			
Intellectual Property Involved: (Patents, Trademarks, Trade Secrets, Software, etc.)			
Background of Deal (How Deal Developed, Summary of Intellectual Property Functionality/Uses, Deal Structure):		-	
Financial Analysis (Revenue to be Recognized, Cost Savings, etc.):			
Competitive Analysis (Worldwide, Outside US, US only, Outside 9 State Region, etc.):			
Status of Deal (Ready to Sign Up, Need Negotiation Assistance):			
Anticipated Timeline (Initial Meeting, Demos, Sign Contract, etc.):			
on its behalf to enter in described terms.	Corporation subsidiary, redute an intellectual property outm	quests PMARK arketing agreement accordin	ng to the above-
Requestor	Entity/Dept.	Title	Date

Marketing Plan checklist (task 4.1)

ID & prioritize target customer(s)/sales partners	
ID & document customer-specific benefits	· · · · · · · · · · · · · · · · · · ·
Determine final valuation & price structure	
Develop channel strategy	
Develop IP strategy	
ID & develop available tech support	
Formalize marketing plan	

NONDISCLOSURE AGREEMENT

Entity], a corporation organized under the laws of ("owner"), and, a corporation organized under the laws of
(the "Company"), effective as of, Zo: The parties agree as follows:
1. Project Defined. The Company may receive from ownEL information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "Representatives"), in the course of the performance of the Company's services for ownEL in connection with
(the "Project").

- 2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to owner or is otherwise involved in or discussing the Project; and (iii) any information, work papers, compilations, projections, studies, documents, analyses. terms, correspondence, facts or other materials derived or produced by the Company or its representatives for ownER in connection with the Project. Any Information supplied by owner to the Company prior to the execution of this Agreement shall be subject to the same treatment as the Information made available after the execution of this Agreement.
- 3. Exclusions from Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

PRIVATE/PROPRIETARY/LOCK

running directly or indirectly to owner; (iii) has been approved for release by a written authorization by owner; or (iv) is independently developed by the Company without use, directly or indirectly, of the Information received from owner.

- 4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for owner in connection with the Project except with the prior written consent of owner or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the information provided by owner in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interests of
- 5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.
- 6. Compliance with Legal Process. In the event that the Company is legally-requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify owner of such request or requirement prior to disclosure so that owner may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.
 - 7. Ownership: Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of OWNER. Within ten (10) days following the receipt of a written request from OWNER, the Company shall deliver to OWNER all tangible materials containing or embodying the Information received from OWNER, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to OWNER or destroyed. The Company shall not assert directly or indirectly any right with respect to the Information which may impair or be adverse to OWNER's ownership thereof.

PRIVATE/PROPRIETARY/LOCK

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- 8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that ownex shall be entitled to seek injunctive or other equitable relief to remedy or forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.
- 9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase of services by purchase of services by purchase. None of the Information which may be disclosed by purchase shall constitute any representation, warranty, assurance, guarantee or inducement by purchase to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate purchase to enter into any further agreements or to proceed with any possible relationship or other transaction.
- 10. Term; Termination. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate; provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.
- 11. <u>No Waiver</u>. No failure or delay by **owner** in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.
- 12. <u>Amendment</u>. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.
- 13. Applicability to Associated Parties. Any information disclosed to the Company by any of owners's affiliated companies or by any company, person or other entity participating with owners in any consortium, partnership, joint venture or

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similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by owner, shall be deemed to constitute Information under this Agreement, and the rights of owner under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of _____, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

DWNEL:	Company:
Ву:	Ву:
Name:	Name:
Title:	Title:

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Product Name

License Agreement Term Sheet

- <u>Definitions</u>
 What is licensed?
- Specs of the Software (exhibit)
 Definition/description?
- Delivery, testing and acceptance How should this work?
- Grant and Scope of License
 Exclusive? Non-exclusive? Etc.?
- Term and Limitations on Use and reproduction
 What can partnership do with it?
- Sublicensing and transfer limitations
- <u>Pricing Terms</u>
 Royalties? Buy? Savings?
- Acct and audit rights
 As stated in the partnership agmt?
- Sales and Property tax liability Who liable?
- <u>Trade secret protection/Confidentiality terms</u>
 Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

- <u>Title to original software and owner infringement reps</u>
 Positive stmt of ownership –will we indemnify the partnership?
- Ownership of mods enhancement and additions Who owns?
- <u>Source code inclusion/exclusion and protection</u> Must source be disclosed to partnership?
- Training and documentation req's Any?
- Protection of Trademarks
 Partnership must honor
- SW maintenance and technical support obligations
- Vendor warranty obligations and scope
- Limitation of liability and types of damages
- Vendor indemnity and obligations in event of infringement
- Dispute resolution provisions
- Insurance terms (vendor on site?)
- Assignment limitations
- Std boilerplate (merger, written agmt, force majeur, etc)

INTELLECTUAL PROPERTY OUTMARKETING TRANSACTION REPORT

INTELLECTUAL PROPERTY INVOLVED:		
OUTMARKETING PARTY:		·. ·;
BUSINESS DEAL CONTACTS:		
INTELLECTUAL PROPERTY CONTACTS:		
ESTIMATED VALUE:	Up Front Savings Revenues (Years) =	. •
I. Executive Summary	·	

II. Background

III. Deal Structure

IV. Financial Analysis

V. Competitive Analysis

- (1) Customers:
- (2) Territory:
- (3) Standardization:

FIG. 209

	BUSINESS APPROVAL	LEGAL APPROVAL
Signature:		
Printed Name:		•
Title:		÷
Entity:		-
Date:	<u></u>	

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Horn H. H.	
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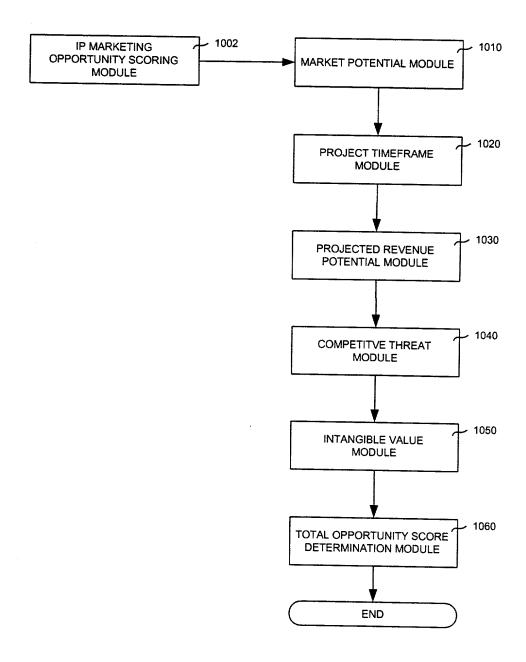
Project Name:	
Project Start Date:	_
Project Resources:	
Product Mgr	Contract Mgr
Mktg Analyst	Mktg/Sales Rep

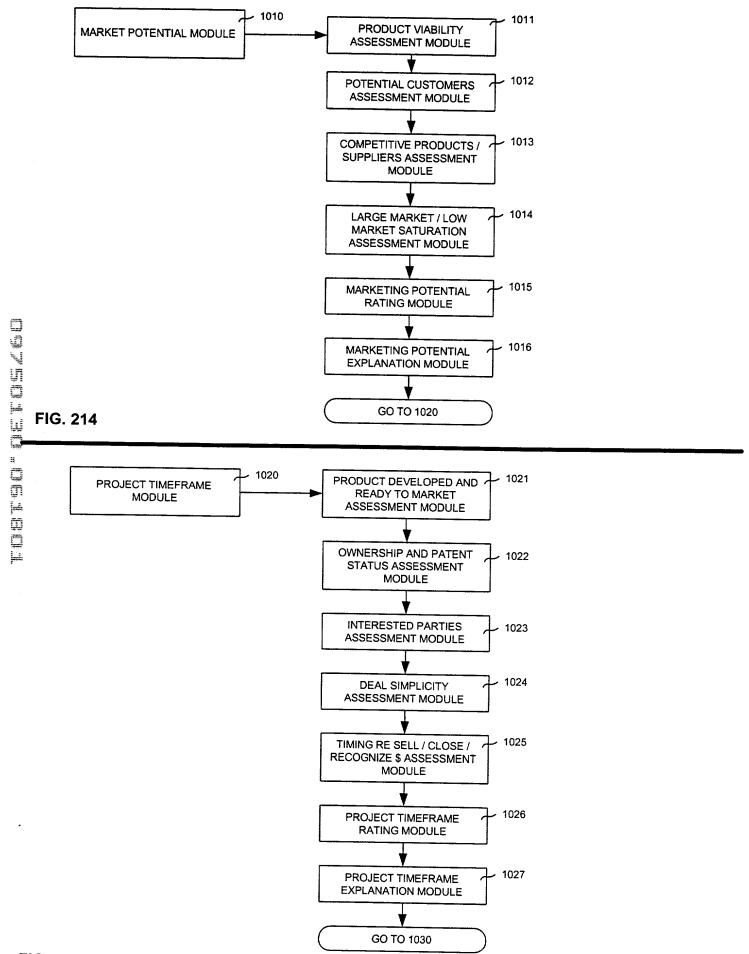
Instructions:

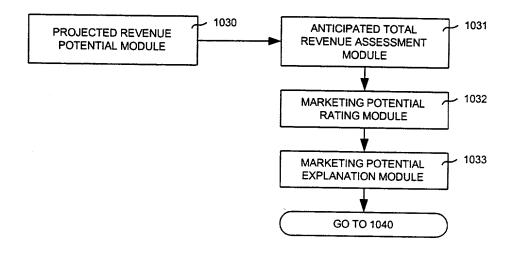
- 1. All updates in MS Project are made at the sub-task level only.
- 2. In the Task # field, enter the # of the task being updated or "new" if adding a task.
- 3. Find the column for the field you wish to update for the task and enter update information in the space provided.
- 4. Use the following guidelines for updating fields in MS Project:
 - Start/Finish Date Change the duration of the appropriate task(s) to arrive at the new start/finish date
 - % Complete Enter the new % complete for the task(s), either manually or using the up/down arrows
 - Deliverable Change deliverable field to Yes, either manually or using the option in the drop down box

Task#	Start Date	Finish Date	% Comp	Del	Add/Delete Task (incl. info for all project fields)
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					•
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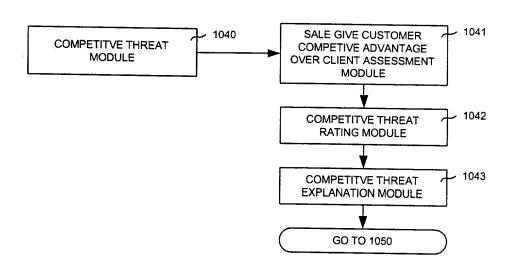
Scoring Date: Scorer Ini	tials:	
Product/Project Name		Total Score:
Business Unit		
Business Unit Primary Contact:	IPMARK Primary	/ Contact:
Name	•	
Phone	Phone	
Score Card Key Factors	Sc	oring & Explanation
MARKET POTENTIAL Product viability (i.e. unique product, benefits,		Market Potential Rating:
support/maintenance?)		
Potential customers?Few competitive products/suppliers?		<u> </u>
- Large market, low market saturation?		
High Low		
Potential Potential		
10 9 8 7 6 5 4 3 2 1		·
2. PROJECT TIMEFRAME		Project Timeframe Rating
 Product developed & ready to market? Ownership? Patent status? 		Project : Imetrame Raung
- Identified interested parties?		
- Deal simple or complex?		
- Anticipated time to sell/close/recognize \$?		
m.1		
Today 6 12 18 + mths 10 9 8 7 6 5 4 3 2 1		
10 3.0 7 0 3 4 3 2 1		
3. PROJECTED REVENUE POTENTIAL		Revenue Potential Rating
- Anticipated total revenue from project? (if no strong customers, use 1X value)		Revenue Polential Rating
Over Under		The second secon
5M4M1M100K		
10 9 8 7 6 5 4 3 2 1		
4. COMPETITIVE THREAT TO BELLSOUTH		
- Sale give customer competitive advantage		Competitive Threat Rating:
over BellSouth?		
No High		The second secon
ThreatThreat 10 9 8 7 6 5 4 3 2 1		
5. INTANGIBLE VALUE		
- Set stage for future big \$ deals?		Intangible Value Rating:
 Build/foster relationship w/ existing/future customer? Officer request/interest? 		
- Public relations opportunity?		
High Low	. 1	
Profile Profile		
10 9 8 7 6 5 4 3 2 1	-	
FIG. 949	TOTAL SCORE:	
└── FIG. 212	· · · · · · · · · · · · · · · · · · ·	

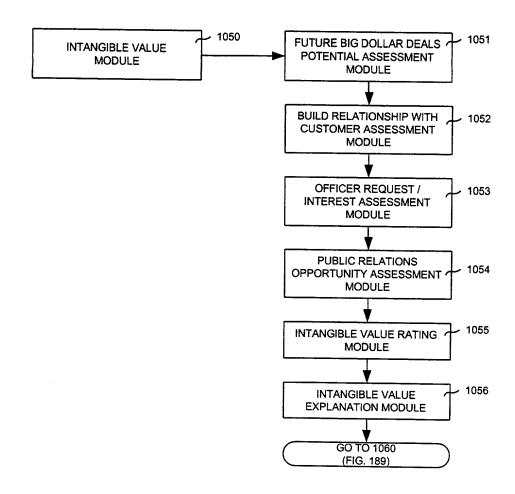




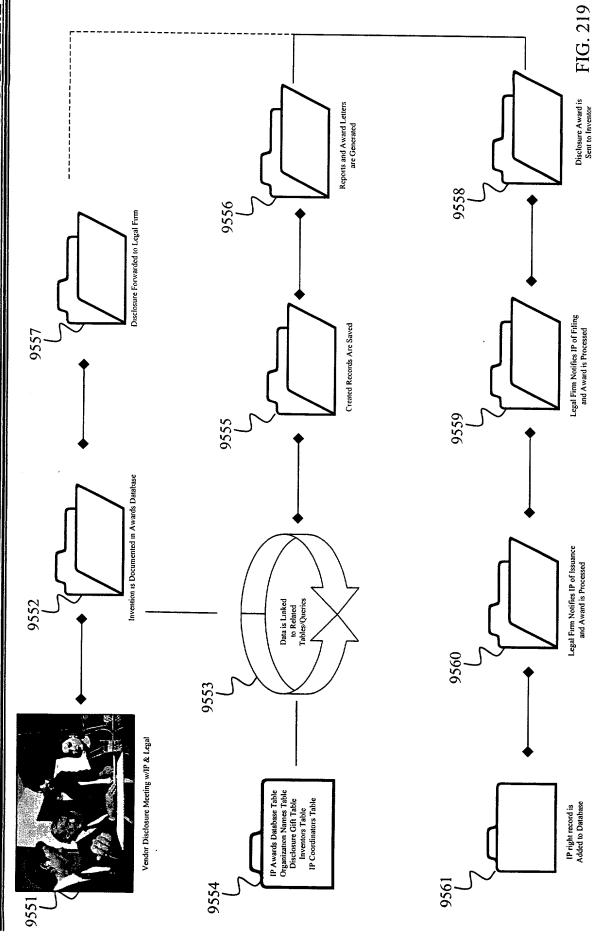








PROGRAM WARDS INTELLECTUAL PROPERTY



>>> Company Intellectual Property>> >> 10 Step Checklist

✓ Patents

- ☐ Work produced by Company employees or with Company resources has been assessed for patentibility if, at least one of the following occurred:
 - Development of a new product, feature, process or software that seems unique
 - Improvements to existing technology, product, process, or software
 - ⇒ Results that cut costs and/or improve efficiency
 - Creation of a new business method

It is critical that employees bring their inventions to the attention of the Director of Technology (404) xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!

✓ Trademarks

- ☐ The Company mark and subbrands have been used in accordance with the company's graphics ✓ standards to ensure that the significant value of the mark is not diluted.
- All subbrands have been cleared by the Director of Trademarks.
- All third party (such as agents, distributors, cobrand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (404) xxx-xxxx.

✓ Copyrights

Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

Any questions regarding Copyrights should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓ Proprietary Information

- All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- All proprietary information has been securely stored and properly disposed.
- ☐ An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
 - only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
 - any necessary patent applications have been filed prior to such disclosures.

Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.

Ownership

Before any development work to be done by an outside vendor (such as software, training courses or advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see Executive Directive 12).

Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.

Marketing

Company's policy is to maximize the value from its intellectual property.

Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.

Patent Timeline:	ASAP,		Disclosure to Filing 3 - 5 months	lng.3 - 5 months		18 - 24 Months
	Development or Improvement	Submit a Disclosure (Call TAM)	Meet with a Patent Attorney	Review Draft Application	Patent Application Filled	Patent Issues
Task:	Developments or Improvements created by company employees or with company resources should be brought to IP Protection's attention	Review for technical merit Initial marketing potential analyzed Administrative procedures addressed	Disclose: Outside at State of industry will prepar Problem Solved least 1 dra Sufficient detail application such that someone Inventor re of your expertise draft & pro could replicate the comments invention	sclose: State of industry will prepare at Problem Solved least 1 draft Sufficient detail application such that someone Inventor reviews of your expertise draft & provides could replicate the comments		
Time Frame:	We have 1 year from the time an invention is publicly used or disclosed in which to seek US patent protection	 2-8 weeks for disclosure preparation for Outside Attorney 	Mtg: 1.5 - 2 hrs Mtg scheduled 1-2 wks in advance Outside attorneys are flown in for mtg	Attorney Prep: 6-8 weeks Inventor given 2 weeks to review & return to IP Protection	4 Weeks to receive official filing notice from the US Patent Office	• 12-18 months
Innovation Award:		• Receive a Disclosure Gift			• Each inventor receives \$1000	• Each inventor receives \$2000

Achievement Award:

If this is an inventor's 5th company patent,

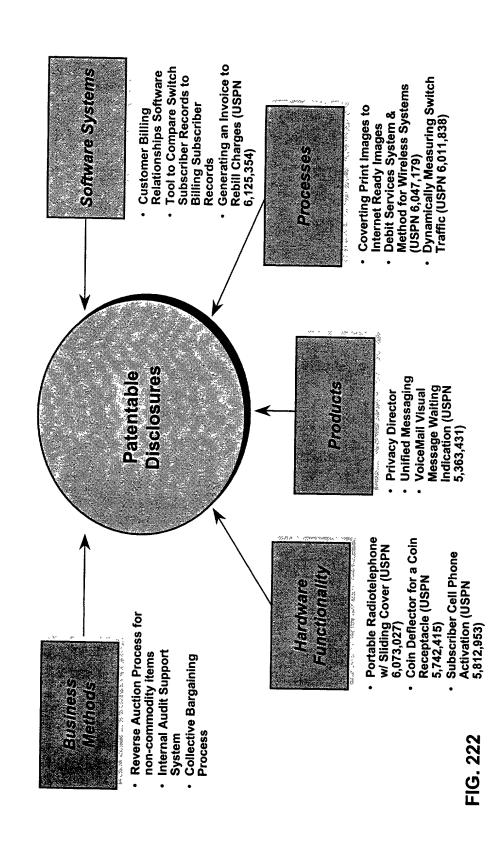
he/she will receive an additional \$2500 • 10th Issued Company Patent: Additional \$5000

>14th Issued
Company Patent:
Nominated for
General Award

FIG. 221

Innovations

What's Patentable?



Internal Auditor

Inventor

IP Ambassador

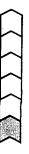
Identify innovations within your organization:

- Developed or improved a process or service?
- Created a method of doing business?
- Improved efficiency or cut costs?

Innovation:

- Developments or improvements by you, the employee or
- Developments or improvements created with resources

to organizations modifying their business Where appropriate, suggest IP inclusion Identify intellectual property controls to Assist in the education of employees Identify intellectual property risks to Raising Awareness of Intellectual Property: business objectives those risks process.



Internal Audit & the Checklist

Sample Business Process

Business	Objectives
Bus	0

ransition Testing Product to Trial

Product w Offerings Integrate Current Service

to Market Product by Goal

Produce Savings

Decrease employee turnover ratio

Employee

Incentive

development

Increased

Programs too costly Access to

Potential Risks

architecture Vendor's negotiations contract Delay in

incompatible **Disputes** Contract

intended due to Trademark delayed by product as deadlines Unable to **Project** missed market

released to

<50% of

Product

al costs

Senior Mgt

too

Market in

Costly 2001

Overhead

sanss

bureaucratic **Budget for** Increases Limited Salary

Controls

Ensure Ownership Seek Patent Protection early Seek Patent

Ensure

Ensure Proprietary Protection Markings proprietary info

properly marked

Identity Directors early in Process Frademark & Corporate

Contact

opportunities outmarket Identify

through the Encourage innovation Innovation Awards Program

FIG. 224

As an internal auditor, you can help educate the organization on the importance of intellectual property.

90% of All Revenues Are Credited towards the Entity That Owns the IP Asset

Product licensing is a simple process:

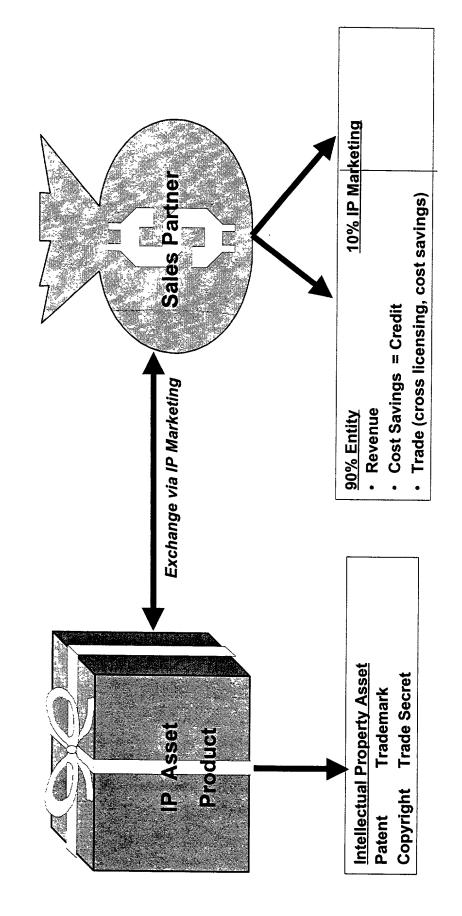


FIG. 225

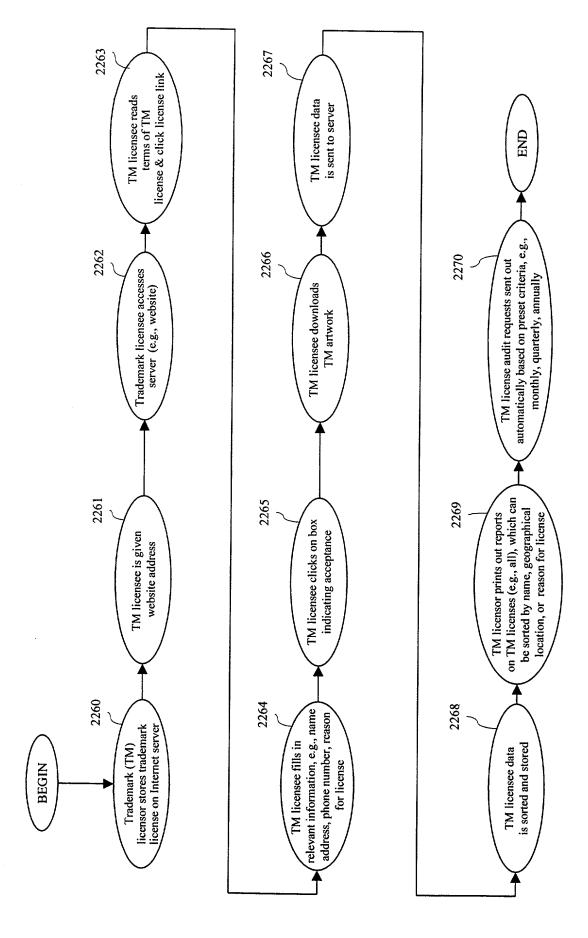


FIG. 226